

MAY 1954

# BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

This Issue



PAGE 37—

*Store Remodeled for More Floor Sales*

*How Dealers Are Winning  
Do-It-Yourself Customers*

—PAGE 29

USING SIMPLE FORMS  
TO BOOST PROFITS

PAGE 33



and News from Arkansas, Mo., Ga., Miss.

as easy as 1-2-3



with  
**BURNS**

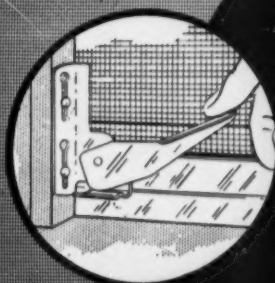
ALUMINUM TENSION SCREENS

- ① BURNS sells fast . . . keeps stocks moving!
- ② BURNS high mark-up means more profits!
- ③ BURNS satisfies customers . . . brings repeat business!

Profit-wise merchants are "cashing-in" on a growing "do-it-yourself" market and on the growing demand for BURNS TENSION SCREENS. BURNS Screens are easiest to install, easiest to store and easiest to sell.

BURNS Screens are precision made to insure perfect fit. There is no frame to warp and the tension catch keeps them forever tight. They're all aluminum, weather-proof and maintenance free.

BURNS Screens mean . . . quick sales, repeat business, rapid turnover and greater profits for you!



BURNS SCREENS are individually packaged. They are easier to display . . . easier to handle . . . and easier to store (attractive package also serves as container for winter storage!)



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information write or wire

**BURNS MANUFACTURING CO.**  
LOUISVILLE • GEORGIA



# CABINET CORNER THOROUGHBREDS by **GREGG**

**JUST WHAT  
MR. DO-IT-YOURSELF  
IS LOOKING FOR TODAY!**

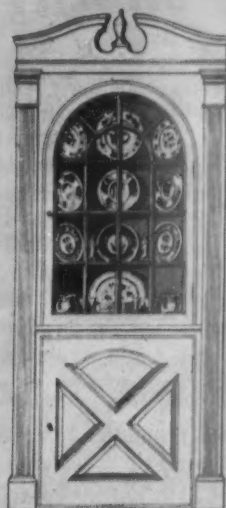
Take advantage of the rapidly expanding market among home owners today. The "do-it-yourself" idea is popular through the country and increasing numbers of men (and women too) are finding that they can now afford extra conveniences in their home — the things they have always wanted, because — they can do it themselves.

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are one of the first things everyone wants to add to their home. They are easy to handle — each comes completely packed in corrugated carton, and easy to install — a screwdriver is the only tool needed. Every Gregg Corner Cabinet is authentically styled, whether traditional or modern, and there is a style to suit every home — Modern, Ranch, Colonial, French Provincial, or Georgian. And . . . a style to suit every budget too. Materials are of the best and the workmanship is unsurpassed, for it is founded on over 200 years of woodworking craftsmanship.



The Modern Westchester



No. 74-A



No. 1000

Send for our Cabinet Brochures and Prices.

**GREGG & SON, INC.** FACTORY AT  
FRAMINGHAM, MASS. NASHUA, N. H.

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GENTLEMEN: Please send me Brochures and Prices on Gregg Corner Cabinets.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



have a  
**NEW HOME**  
AT THE OLD  
ADDRESS



All around the calendar...

All around the clock



# FLINTKOTE

## backs the **NRLDA** Promotion with these effective tie-ins

The Flintkote Company endorses and supports the Merchandising Calendar of the National Retail Lumber Dealers Association... 1000%!

And to help you tie Flintkote products in with this fine promotion, we have prepared a simple yet complete kit of supporting material.

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Let's all give this well planned promotion our full support all around the clock... all around the calendar.

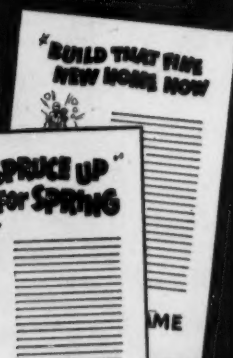
Contact your local Flintkote Representative on how to tie-in best to get the maximum benefit.

Or write, wire or phone Flintkote Headquarters today for complete information.

# FLINTKOTE

*the extra years of service cost no more!*

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



# Southern BUILDING SUPPLIES

May, 1954 Vol. 9 No. 5

Published Monthly in Atlanta, Ga., and Charlotte, N. C., by  
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NATIONAL BUSINESS PUBLICATIONS



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## Business Representatives

CHICAGO: Robert A. Blum, 333 North Michigan Avenue, Tel. Central 6-4131.

CLEVELAND: W. G. Sheehan, 17021 Amber Drive, Cleveland 11, Ohio. Tel. Winton 1-1306.

GASTONIA, N. C.: W. C. Rutland, P. O. Box 108, Tel. 7995.

LOS ANGELES: L. B. Chappell, 6399 Wilshire Boulevard, Los Angeles 48, Calif., Tel. Webster 8-9241.

NEW YORK: Gerard Tensdale, 78 Manhattan Ave., New York 25, Tel. University 4-2087.



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template

Assures fast, mistake-proof  
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Put up with only  
5 screws

The five screws (six on  
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loose hardware—no lefts or  
rights.



There is never any painting,  
rust or staining with TEN-  
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made entirely of aluminum.

\* TENSION-tite screens are superior  
in many ways... for example:

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<b>ADJUSTABLE TENSION</b> Tension does not depend on springs.	YES	NO	YES	NO
<b>SELF-CENTERING</b> Screen cannot slide to right or left when opened.	YES	NO	YES	NO
<b>NON-BOWING BOTTOM BAR</b> Center clip provided on all wide screens.	YES	NO	NO	NO
<b>PRE-ATTACHED HARDWARE</b> Nothing to lose. No lefts or rights to install.	YES	NO	YES	YES
<b>NO LEVERS</b> Children play with tension levers; frequently snap them off.	YES	NO	NO	NO
<b>FASTENS TO SILL</b> No danger of splitting vertical blind-stops.	YES	NO	NO	NO
<b>CAN BE PUT UP FROM OUTSIDE</b> If upper sash is stuck or nailed.	YES	NO	NO	NO

See Sweet's Light Construction File 5b/Ru for additional data or write



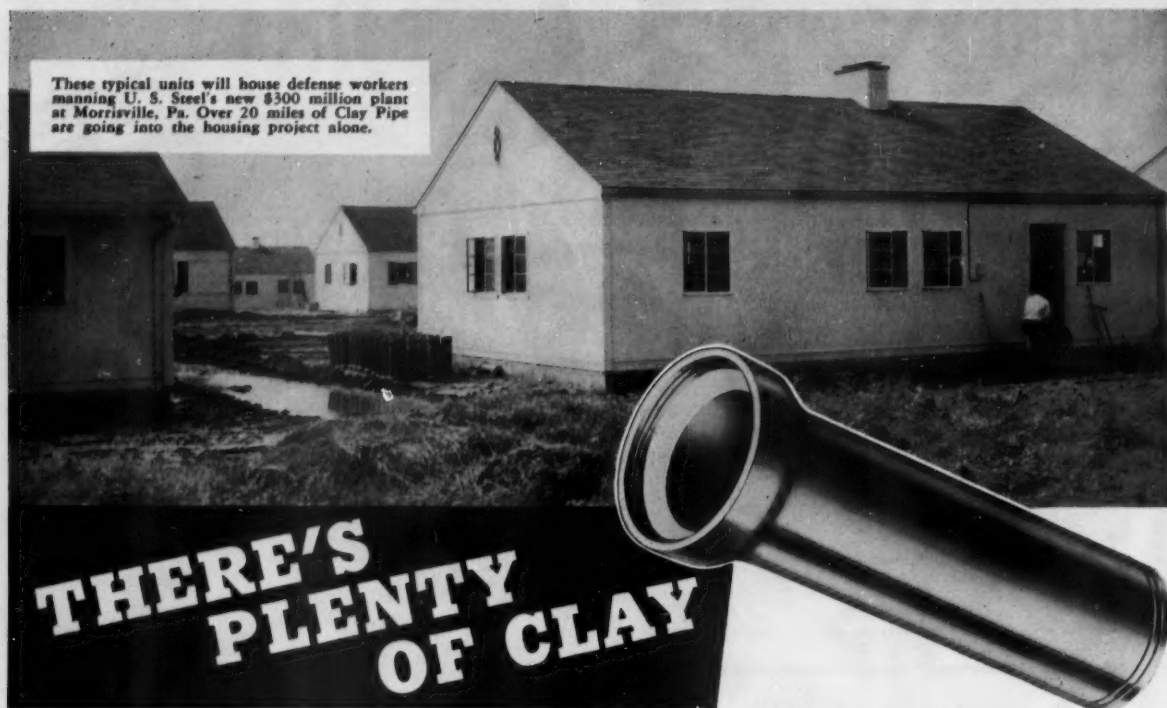
**RUDIGER-LANG CO.**

2701 Eighth St., Berkeley 10, Calif. • Suite 310, International Trade Mart,  
New Orleans, La. • Distributed in Southern California by TENSION-tite  
Window Screen Co., 8473 Beverly Boulevard, Los Angeles 48, California



## CLAY PIPE—ESSENTIAL ★ ECONOMICAL ★ EVERLASTING

These typical units will house defense workers manning U. S. Steel's new \$300 million plant at Morrisville, Pa. Over 20 miles of Clay Pipe are going into the housing project alone.



**THERE'S  
PLENTY  
OF CLAY**

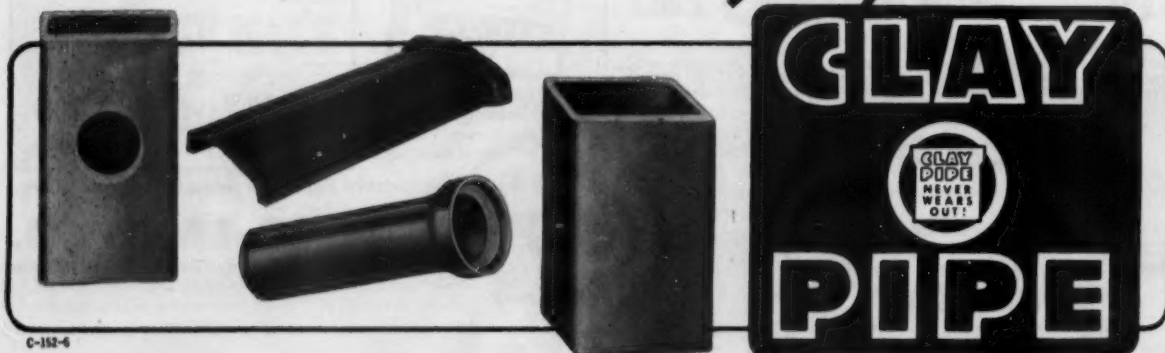
### USE CLAY PIPE FOR ESSENTIAL BUILDING

A gigantic housing project near Morrisville, Pa., is using more than 100,000 feet of readily-available Vitrified Clay Pipe — the one pipe you can rely on to meet building schedules and protect your reputation.

The new 3500-unit project will serve essential workers in U. S. Steel's nearby Fairless Works—the largest single expansion ever undertaken in the iron and steel industry. More than 300,000 feet of

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MILLEDGEVILLE, GEORGIA



C-152-6

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Associations serving Building Supply Dealers in  
Southern and Southwestern states—and served  
by SOUTHERN BUILDING SUPPLIES

**Alabama Building Material Exchange** — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Peter Fyfe, Birmingham, Ala.

**Arkansas Association of Lumber Dealers** — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Robert R. Stair, Little Rock, Ark.

**Building Material Merchants of Georgia**—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: Allen Johnson Sr., Albany, Ga.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 6-5541. President: W. M. Spurrier, Charlotte, N. C.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: Ray C. Tylander, West Palm Beach, Fla.

**Kansas Lumbermen's Association**—Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: W. O. Leffingwell, Manhattan.

**Kentucky Retail Lumber Dealers Association** — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: H. L. Shannon, Henderson.

**Louisiana Building Material Dealers Association** — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Shelby Hill, Monroe, La.

**Lumbermen's Association of Texas** — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Harvy L. Richards, New Braunfels, Tex.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: W. R. Lamar, Washington, D. C.

**Mississippi Retail Lumber Dealers Association** — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Sam Simmons, Grenada, Miss.

**National Building Material Distributors Association**—111 W. Washington Street, Chicago 2, Ill. General Manager: S. M. Van Kirk. Tel. Franklin 2-3149. President: H. M. Dooley, Saginaw, Mich.

**National Lumber Manufacturers Association** — 1319 Eighteenth Street, N. W., Washington 6, D. C. Exec. Vice-President: Leo Bodine. Tel. Decatur 2-1050. President: G. R. Swift, Atmore, Ala.

**National Plywood Distributors Association** — 20 N. Wacker Drive, Chicago 6, Ill. Managing Director: Charles E. Devlin. Tel. Financial 6-2871. President: Robert C. Whitmeyer, Gloucester City, N. J.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional

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write for the FREE illustrated booklet to  
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THAT'S

*priced for  
SMALL-BUDGET  
Homeowners*

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NAME.....  
ADDRESS.....  
CITY..... STATE.....



6757. President: H. J. Munnerlyn, Bennettsville, S. C.

**Oklahoma Lumbermen's Association** — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel.: 7-0338. President: Virge Steger, Durant, Okla.

**Producers Council**—1001 Fifteenth Street N. W., Washington 5, D. C. Managing Director: John L. Haynes. Tel. Executive 3-1213. President: Elliott C. Spratt, St. Joseph, Mo.

**Southern Builders Supply Association**—814 Howard Avenue, New Orleans, La. Secretary: Herbert Jahncke. President: Fred J. Grace Jr., Baton Rouge, La.

**Southern Sash and Door Jobbers Association**—920 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

**Southern Wholesale Lumber Association**—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: H. L. DeMuth, Jacksonville, Fla.

**Southwestern Lumbermen's Association**—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Sam M. Arnold, Kirksville, Mo.

**Tennessee Building Material Association**—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

**Virginia Building Material Association** — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Forrest G. Brice, Ashland, Va.

**West Virginia Lumber and Builders Supply Dealers Association**—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: George W. Kelly, Charleston, W. Va.

## Give Us the Facts!

Mr. Dealer, whenever big things are happening around your company or yard, we want the facts to print so dealers and your suppliers throughout the South and Southwest may know of your progress and activity.

If you're building a new store, adding a warehouse, taking in a new partner, becoming mayor or the president of the chamber of commerce or a civic club or a bank, or changing over to mechanical material handling—please drop us a note about this event.

We will question you then for the necessary details and photographs to do a good reportorial job in this merchandising magazine for building material dealers. Just address: The Editor,

## Southern Building Supplies

806 Peachtree Street, N. E.

Atlanta 5, Georgia



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**Sells 42 different Popular  
Items in only 2½ square feet  
of floor space!**

Displays Household Hardware Right out front . . . reminds customers to Buy! Catch more customers coming and going with Hager's new *Handy Hardware Rack*! You'll profit from the payoff in extra self-service sales! Almost a hardware department in itself for the Do-It-Yourself trade. Brightly packaged, clearly displayed hardware swiftly sells itself to your store traffic!

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Attractively carded and packaged hardware in sturdy, crystal-clear plastic. All necessary screws included in separate section from hardware unit.



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**Displays and  
sells from  
both sides**

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minute**

**Strong U-Channel steel  
construction—non-slip  
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top of display sign.**

**Carries 42 different items  
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item)—you get complete  
rack and hardware with  
deal. 3 cartons, wt. 85 lbs.**

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You sell hardware for . . . \$102.12  
You make a first-time **PROFIT** of . . . \$ 40.85

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in **1995!**



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# HELPFUL Booklets FREE

**13. Color Schemes for White Houses.** Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOAT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

**15. Sash Balance.** New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

**15. Plastic Tileboard.** New color chart shows three patterns and 10 colors of AFCO Prefinished Wallpanels. Another booklet pictures various metal trims and mouldings. A new "How to Install" booklet, as well as a consumer product folder is also available. The A&F Tileboard Co., Inc., Box 4085, Alexandria, La.

**19. Metal Moldings.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

**23. Heatilator Fireplaces.** Illustrated booklet gives complete information on famous Heatilator unit. Describes the many advantages of the steel fireplace form including smokeless operation, heat circulating feature. Builders are assured of perfect operation—never plagued with com-

plaints. In many areas Heatilator Fireplace is the only source of heat needed in the home. Heatilator, Inc., Syracuse, N. Y.

**29. Awning Windows.** Illustrated Catalog No. 102 gives size schedule, specifications and construction details on Gate City Wood Awning Windows. Complete dealer information is available on request. Write the Gate City Sash & Door Co., P. O. Box 901, Fort Lauderdale, Fla.

**33. All Weather Sheathing.** Free booklets describing a new All Weather Sheathing waterproofed and sun-fast and complete application directions for use as a base for wood siding, masonry veneer, stucco, wood shakes or asbestos shingles. Standard 4' widths and king size 8' widths. Booklets suggest various uses for this new sheathing around the home, industrial plants and for farm service buildings. Ask for a free sample. The Upson Co., PR Dept., Lockport, N. Y.

**37. Folding Stairways.** New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

**47. Flexboard.** A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

**55. Wallboards.** Samples and descriptive literature available on Plastergon Duo-Tone and Perfect-O-Cell fibre wall boards, along with Lockaire decorative and sheathing insulation boards. The Plastergon Wall

Board Co., Philadelphia Ave., Buffalo 7, N. Y.

**57. Window and Attic Fans.** Two bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20" 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

**63. Home Insulation.** A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

**65. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

**85. Farm Book.** New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

**87. Outdoor Fireplaces.** A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor

(Continued on page 13)

## SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.  
Atlanta 5, Ga.

May, 1954

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

Circle numbers below. Bulletins and catalogs will be mailed promptly.

3	13	15	19	23
29	33	37	47	55
57	63	65	85	87
91	95	107	117	139
141	143	161	163	165
177	183	195	201	203
229	231	233	239	259
263	265	267	275	277
279				



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The original, completely weather stripped removable window. Easy to install, and so easy to clean!



Architecturally styled for high placement in rooms requiring maximum of light and ventilation.



SURE-LOKS embellish homes with an air of gracious beauty and provide full ventilation in all seasons.

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*Rocky Mount, Virginia*

**MILLWORK PLANT: RENO, NEVADA**

**R.O.W.'S . . . THE MOST POPULAR BY 2 TO 1**

Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13905 Miles Avenue, Cleveland, Ohio.

**91. Rustproof Screening.** Dealer helps for Lumite saran screen cloth include newspaper ad mat service, acetate transparencies for windows, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Mills, Inc., 47 Worth Street, New York 13, N. Y.

**95. Paint Thinner.** Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

**107. Red Cedar Shingles.** A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

**117. Southern Pine Lumber and Oak Flooring.** Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

**139. Superlite Prefinished Wallpanels** are now individually sampled in a pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

**141. Steel Casement Windows.** Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows are Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

**143. "How-ell-dor" Sectional Doors.** Attractive new 8-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional uplift residential and commercial garage doors. Technical data also supplied for "How-ell-dor" accessories and electric operators. The Howell Mfg. Co., 7206 Hasbrook Ave., Philadelphia 11, Pa.

**161. Ready-Trimmed Window Units.** Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

**163. Perimeter Heating.** Informative folder describes correct method of laying clay pipe for warm air heating ducts. Gives sizes and specifications

of pipe required as well as plan for model system. To obtain, write: W. S. Dickey Clay Mfg. Co., 922 Walnut Street, Kansas City 6, Missouri.

**165. Window Sash Balance.** Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

**177. Resolite translucent structural panels.** In a 12-page multicolor catalog. Resolite panels of Fiberglass-reinforced resin plastic are completely described, including technical data on structural strength and light transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelienople, Pennsylvania.

**183. Hollow-Core Doors.** New architect's file folder shows detailed construction, available sizes and other interesting specification data for General Gibraltar and Kentucky Colonel hollow-core flush doors. General Plywood Corporation, Louisville 12, Kentucky.

**195. Baked Finish Wallboard Panels.** Five new color folders showing use of Wallace Wallboard Products. Two folders show Wall-lite, two folders cover Satin-lite line and one folder describes Grani-lite. Each describes uses in kitchens, bathrooms, utility, recreation, etc. Also excellent for commercial installations. Complete information on request. Wallace Manufacturing Co., 10th and Fayette, North Kansas City, Mo.

**201. Laminated Panels.** Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plank-weld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., 55 West 44th St., N. Y. 36, N. Y.

**203 Fiber Glass Insulation.** A new booklet, "Fiberglass Insulations for Light Construction," includes design and application data on Fiberglass roll blankets, batt blankets, pouring wool, perimeter insulation, and utility batts. It also gives information on condensation, ventilation, and other insulation design considerations. Owens-Corning Fiberglass Corp., Toledo 1, Ohio.

**229. Awning Windows, Storage Cabinets.** Two new booklets in full color and illustrated throughout describe these outstanding Bilt-Well Products. Sketches and photos show Awning Windows flexibility and characteristic features for beauty and ease of operation. Bilt-Well Cabinets are attractively presented for use throughout the home. Carr, Adams & Collier Co., Dubuque, Iowa.

**231. Asphalt Shingles.** Booklets and folders covering all types of asphalt shingles. State type of Celotex Triple-Sealed Asphalt Shingles you have in stock and specimen folders for distribution to your customers will be mailed. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

**233. Western Pines Home Interiors.** 24-page booklet with eight full-color pages shows interiors of all rooms finished in knotty and clear paneling of Western Pine. Western Pine Association, Yeon Building, Portland 4, Oregon.

**239. Aluminum Tension Screens.** A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.

**259. Attic Stairway.** New catalog sheet gives complete data on Century Safety Fold attic stairway. It shows the stairway both down and folded into the attic opening. Selling features are listed. Century Manufacturing Co., 410-20 North Waldran, Memphis, Tenn.

**263. Latex Wall Finish.** Colorful booklet on custom color service from a basic white stock at point of sale. Color service involves no extra cost to dealer or customer. Patterned after Seidlitz's patented Multitint process for marketing a full color range in eleven oil base products with no color investment. Seidlitz Paint & Varnish Co., P. O. Box 37, Kansas City 10, Mo.

**265. North Idaho Spruce.** Illustrated literature, specifications and finishing instructions for North Idaho Engelmann Spruce, the scientifically kiln-dried improved spruce that makes an ideal wood for interiors, furniture, cabinets and exteriors. Pack River Sales Co., P. O. Box 64, Spokane, Wash.

**267. Brass Hardware.** Loose-leaf catalog pictures, describes, and prices the Ideal line of brass hardware. It covers butts and hinges, one-bore latches, barn door latches, cabinet latches, sash adjusters, sash holders, picket gate hardware, and related items. Ideal Brass Works, Inc., 250 East Fifth Street, St. Paul 1, Minn.

**275. Preservative for Wood.** Colorful booklet is actually manufacturers' section of Sweet's Catalog — Light Construction File. Directions for applying by brush, spray, or dipping lumber is covered thoroughly, and recommendations for the use of a preservative on "Danger Spots" will be helpful to dealers, builders and architects. The Coppo Company, Inc., 2342 So. Lauderdale, Memphis, Tenn.

**277. Colonial Corner Cabinets.** Brochure and prices on the thoroughbred line of corner cabinets. Authentic Colonial reproductions in a wide range of styles and sizes plus the new Gregg Westchester designed for ranch homes. Gregg & Son, Inc., Framingham, Mass.

**279. Built-Ins With Plywood.** Outstanding designs for plywood built-in features from Special Awards Competition of "Better Living Home" house design contest are featured in the booklet "A Portfolio of Architectural Designs for Plywood Built-Ins." Available from Douglas Fir Plywood Association, Tacoma 2, Washington.

Houston Development Builders say:  
When offered a choice...  
customers invariably choose

# Shakertown Sidewalls

1200 Houston homes built  
with Shakertowns!



#### \*BRACE & CARRUTH

"We have always believed that top quality materials make homes sell easier, faster, with fewer headaches," says this leading Texas builder. "And year-after-year sales records, on homes built with Shakertowns, have proved that they do just that."



Yes, there's powerful buy-appeal in Shakertowns, lots of it! It's the exclusive feature a builder gains by applying these rich-colored, deep-grooved cedar shakes on homes in any style, in any price range.

You can see it . . . in the natural wood texture . . . in the soft, suede-like finish and deep shadow-lines with wide, sweeping exposures. It's there . . . in the savings these double-coursed shakes offer in extra protection, insulation and less cost per year of service.

Brace & Carruth have used Shakertown Sidewalls on more than 1200 distinctive homes. They utilize the styling flexibility, the wide color range, and the many practical combinations with other quality materials. Like Brace & Carruth, you can meet the demands of changing style requirements and customer preference, most profitably with America's most imitated material . . . Shakertown Sidewalls.

Get a more complete story from your nearby distributor. Or write us today for full details.

**THE PERMA PRODUCTS COMPANY**  
CLEVELAND 27, OHIO



## SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.  
Atlanta, Ga.  
Albany, Ga.  
Augusta, Ga.

Tampa, Fla.  
Orlando, Fla.  
Miami, Fla.  
Jacksonville, Fla.

Birmingham, Ala.  
New Orleans, La.  
Nashville, Tenn.  
Memphis, Tenn.

Louisville, Ky.  
Columbia, S. C.  
Raleigh, N. C.  
Richmond, Va.

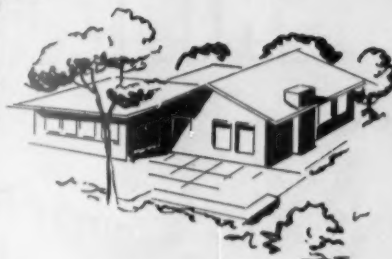




# Get Better Tension Screens

Buy **BURNS**  
ALUMINUM TENSION SCREENS

from **SSIRCO**



**Burns Screens are a better answer to the ever-increasing demand for tension screens — and here's why:**

## HARDWARE WITH SALES APPEAL

Tensioning hardware designed for easiest installation and fastening. Screws located to prevent splitting of blindstop.

## FITS MORE WINDOW DESIGNS

Bottom bar adjustable  $1\frac{1}{4}$  inches to fit offset or uneven sills.

## EASY TO STOCK, EASY TO SELL

Individually packaged in attractive carton. Easier handling, safer storage, more effective display.

## A SOUTHERN PRODUCT

Made in the South with most modern equipment and methods. They cost you less, and you get immediate delivery on special orders.

**The sooner you get your order in, the sooner you will enjoy a bigger share of the growing demand for tension screens. Contact the nearest SSirco warehouse.**

## OUR COMPLETE STOCK SAVES YOU TIME AND MONEY!

### ALUMINUM

Reynolds LIFETIME sheet, bar, rod; architectural and structural shapes; roofing, siding, and accessories; rain carrying equipment.

### STEEL

Hot and cold rolled sheets, fabricated or flat; roofing, siding, and accessories; rain carrying equipment; steel drums; fence posts.

### BUILDING MATERIALS

Plywood, Flush Doors, board form insulation and Hardwood, Batt and blanket form insulation.

Miami-Carey cabinets, Shakertown cedar shingles, Louvers and ventilators, Barclay plastic-coated panels, Alsynite translucent glass fiber panels.

## SSIRCO SERVES THE SOUTH



# Southern States Iron Roofing Co.

Savannah, Ga.  
Atlanta, Ga.

Tampa, Fla.  
Miami, Fla.  
Jacksonville, Fla.

Birmingham, Ala.  
New Orleans, La.  
Nashville, Tenn.  
Memphis, Tenn.

Louisville, Ky.  
Columbia, S. C.  
Raleigh, N. C.  
Richmond, Va.

# LOWE Brothers

## SHINGLE n' SHAKE PAINT



### Lowe Brothers "Big 3" Idea multiplies your paint selling possibilities!

*Shingle n' Shake* is a perfect example of Lowe Brothers consistent leadership in development of new high quality products with outstanding consumer appeal. . .

. . . And the powerful "Big 3" promotion behind *Shingle n' Shake* Paint is typical of Lowe Brothers sales building programs—keyed to the times and based on sound pre-proved merchandising principles. The "Big 3" proposition is made to reach your prospect with sales-making impact—and *timed right for results*. Multiply your chances for sales with new *Shingle n' Shake* and the "Big 3" proposition!

New *Shingle n' Shake* is a "breather" type finish developed especially for painting rough exteriors—shingles, shakes, rough-sawed siding, brick, cement, stucco, and asbestos shingles.

This amazing finish is already setting sensational sales records—in a tremendous untapped market!

- One coat covers—terrific hiding!
- Dries to velvety flat finish of exceptional beauty.
- Great durability—it's alkyd reinforced!
- Beautiful Style-tested colors.

Line up now with Lowe Brothers' great new *Shingle n' Shake*—and get your full share of the extra paint profits it's producing! Get the facts—write today!

The Lowe Brothers Company • Dayton, Ohio

## LOWE Brothers

### PAINTS • VARNISHES



THIS AD TO BUILDERS  
TELLS YOU WHY IT PAYS  
TO BE A FENESTRA DEALER

"A salute to those who made it possible" \*



Woodbrook Homes (90 houses), Baltimore. Architect: Lawrence A. Menefee.

## "Fenestra Ready-Trimmed Casements cut our installation time and costs greatly!"...

— says Builder C. Albert Merritt, President of  
Woodbrook Homes, Inc., Baltimore, Maryland

"We recently finished installing your Fenestra Casements with the combination inside-outside casings in our new group house development," continues Mr. Merritt, in his letter.

"For many years we had been using wood double-hung windows. We would be far amiss were we not to let you know of how greatly satisfied we are with your casements' combination casing and its economical uses.

"It cut our installation and costs greatly by eliminating stools, aprons, etc. The economy and timesaving which we effected went far beyond our initial planning.

"If ever you would like to refer any undecided

builders to us for field findings on Fenestra Casements with trim, please feel free to do so."

We'd like to add one thing . . . the modern streamlined beauty of Fenestra\* Steel Windows adds a whale of a lot of sales appeal to your houses. For full information on Fenestra Ready-Trimmed Casements, WindoWalls, Residential Projected (Awning Type) Windows, Residential Type Doors, Sliding Closet Doors and other Fenestra Building Products (and Fenestra Super Hot-Dip Galvanizing), see your dealer, call your local Fenestra Representative, or write to Detroit Steel Products Co., Dept. SBS-5, 3421 Griffin Street, Detroit 11, Mich.

®



Your need for beautiful, modern windows—complete with trim, screens and storm sash—encouraged us to develop these members of the Fenestra Building Product family.

# Fenestra

RESIDENTIAL  
STEEL WINDOWS  
AND DOORS

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH





## "Feels softer to the cutter"

**says I. A. Biddle  
of Biddle Building Materials  
Harrison, Ohio**

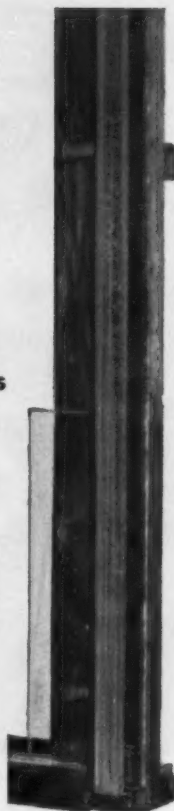
"Brand 'B' felt softer to the cutter and snapped off straight and crisp." Mr. Biddle had just test-cut four well-known brands of single-strength window glass.

The brands were identified only by letters—A, B, C or D. He tried several cuts on each. He picked "B" as the easiest to cut, *every time!*

"B" was L·O·F. 28 out of the 30 dealers who took this test picked L·O·F!

Why does L·O·F cut easier? Because it is annealed more slowly, more patiently.

That makes it less brittle and more "even" in structure. So it's a safer buy for your customers, too.



### Try the "Blindfold Test" Yourself!

Cut L·O·F first, last, or in between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow

pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Company, 7054 Nicholas Building, Toledo 3, Ohio.



**LIBBEY·OWENS·FORD** *the easy-to-cut* **WINDOW GLASS**



# Every Window's a Prospect for DURALL!

**New All-Aluminum Tension  
Screen Costs Less  
Than Paint and Repair for  
Frame Screens**

## ***Durall Has CUSTOMER Appeal!***

What a boon to the homeowner! Enough long-lasting, low-cost DURALLS to screen his entire house can be carried under his arm! Each snaps on in 9 seconds from inside the house. An entire house can be screened in less than an hour!

## ***Durall Has SALES Appeal!***

As easy for the dealer to stock the full DURALL line as it is for the homeowner to store 'em. DURALLS roll up into light, dustproof, handy storage cartons—fit into the tiniest space!

## ***Durall Has PROFIT Appeal!***

Fast-selling DURALLS are becoming popular every day. They sell with a minimum of demonstration. And, a full advertising schedule in newspapers, magazines, TV are pre-selling your prospects on DURALL!

See your DURALL representative now. Be sure you're fully stocked for profitable spring selling! CASH IN—MAKE BIG PROFITS WITH...

# DURALL

## ALUMINUM TENSION SCREENS



**NEW YORK WIRE CLOTH COMPANY, INC.**  
New Canaan, Connecticut

## This New Kind of Screen opens a BRAND New Market for You!

*your customers want DURALL  
because...*

1. Durall Goes Up From Inside in 9 Seconds
2. Durall Is Aluminum, Can't Rust or Stain
3. Durall Costs Less Than Old-Fashioned Screens
4. Durall Rolls Up to Store
5. Durall Is The Only Packaged, Complete Screen
6. Durall Fits Snug as a Clamshell



## ***Cash in on the Huge Demand for this NEW SCREEN!***

Five million Duralls have been sold in every state in the country but the market has hardly been scratched. Dealer upon dealer, in hardware stores and lumber yards, this year is stocking Durall exclusively. And powerful advertising in magazines is helping them to make fast, easy and profitable sales. Ask your jobber to supply you or write to:





Look what we got since our Daddy

# NEW *Carey* COLORED

***With exclusive new deep-tone colors and glazed ceramic surface that's washable!***

Ceramo in colors is *completely different* . . . the only glazed asbestos siding with deep, rich, modern colors that are *unfading!* Colors that have depth and character unlike *any* you've ever seen before!

"Your siding sales  
will really

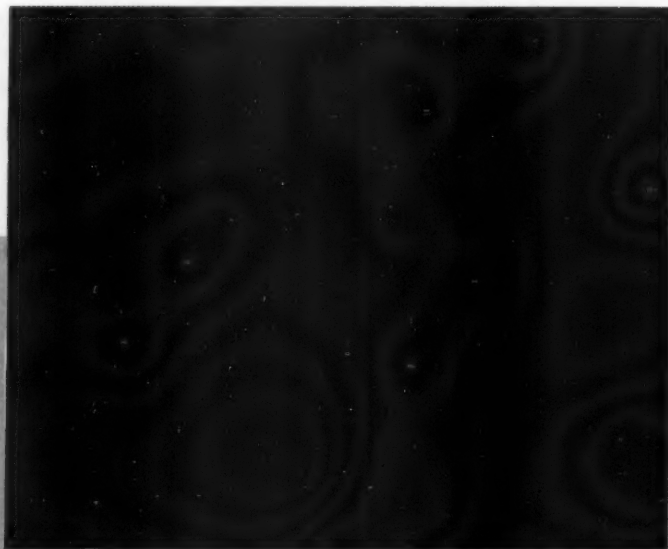
**jump**

when you show these rich,  
deep 'n mellow

**CAREY CERAMO COLORS!"**

- CERAMO CONGO BROWN
- CERAMO GRANITE GRAY
- CERAMO SHERWOOD GREEN

. . . And don't forget! Famous  
Ceramo White—whiter than fine  
white paint by actual laboratory  
tests!







# began sellin' CERAMO

## ASBESTOS SIDING

"Your prospects will fall in love with Ceramo"

Carey White Ceramo siding has long been the World's standard for quality, durability and beauty in white sidewall materials. And new colored Ceramo offers the same proven advantages that made white Ceramo famous: Resistance to fire, insects, weather, dirt and grime, stains . . . A glazed ceramic surface that's 100% washable. *Plus* unfading, lasting colors that are baked-on as an integral part of the ceramic surface. No wonder folks can't resist Ceramo for their homes!

Fast, easy application assures high profits

You can quote a Ceramo job with full assurance that Ceramo's ease and speed of application will provide real job economies, full profits. And your customers will like Ceramo's beauty, freedom from maintenance and painting expense. So don't call on another siding prospect until you call for complete information on new Colored Ceramo! The coupon will bring you literature and samples. Mail it right away!

Let Daddy tell you a few  
reasons why sellin' Ceramo  
is a Breeze!"



- **Ceramo is Fireproof!** Won't burn, char or melt in the hottest blaze. (Wood siding has virtually no fire-resistance; even aluminum melts at only 1200°F.)
- **Ceramo is Washable!** Should dirt, grime or ordinary stains soil Ceramo's lustrous surface, a cleaning with household detergent and water will renew its fresh sparkle.
- **Ceramo is Color-rich!** Ceramo colors have character and depth. They're not wishy-washy and weak. And they're unfading, thanks to Ceramo's exclusive glazed-ceramic finish.
- **Ceramo Never Needs Paint!** Ceramo actually pays for itself through savings in upkeep and maintenance. Make this fact known to your prospects and sales resistance melts away fast.
- **Ceramo Won't Warp, Shrink or Curl!** Made of asbestos and Portland cement, takes broiling sun and soaking rains in stride. Actually gets harder and stronger as the years roll by.

"Cut out this coupon 'n mail today!  
YOU'LL BE IN CLOVER WITH NEW COLORED CERAMO"



The Philip Carey Mfg. Company  
LOCKLAND,  
CINCINNATI 15, OHIO

In Canada: The Philip Carey Co.,  
Ltd., Montreal 3, P.Q.

SERVING HOME, FARM AND INDUSTRY SINCE 1873



### Ceramo in Color

Department SBS-5

THE PHILIP CAREY MFG. COMPANY, LOCKLAND  
Cincinnati 15, Ohio

- ☐ Rush me all the facts about new  
Carey Colored Ceramo!
- ☐ Have your Representative call!

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Does anybody else do this for you?

We've worked out a dandy system of sending customers and business to dealers.

Each month, we get hundreds of inquiries asking us where to buy Firzite, Satinlac and Weldwood Plastic Resin Glue. They're mailed to us by readers of our ads in Saturday Evening Post, Better Homes and Gardens, Popular Science and over 20 other national magazines.

## Here's What We Do

We actually send all such inquiries received from your neighborhood, right to you, if you're registered with us as a carrying dealer. You contact the local customer, and make the sale!

## All Aboard for the Gravy Train

This service to you is free! To get it, just file your name with us as a Weldwood dealer. Simply tell us on a post card which Weldwood items (described below) you carry, and mail to Dept. REG.

If you are not now stocking Weldwood Plastic Resin Glue, Firzite and Satinlac, you're missing plenty of profits. Order now!

**UNITED STATES PLYWOOD CORP.**

New York 36, N. Y.

and

**U. S.-MENGEL PLYWOODS, INC.**

Louisville 1, Ky.

Branches in Principal Cities—Distributing Units in Chief Trading Areas

Largest Selling Wood Glue—

## **WELDWOOD®** Plastic Resin **GLUE**



For making things or fixing things, recommend Weldwood Glue — for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 15¢, 35¢, 65¢, 95¢; 5 lbs., 10 lbs., 25 lbs.

Blonde or pickled effects call for

## **WHITE FIRZITE®**



For magical woodsy effects on hardwood or soft, plywood or solid lumber. For light pastel tones, tint with Colors-in-Oil. For soft wood and fir plywood paint jobs,

**WHITE Firzite** as an undercoat, helps prevent grain raise or checking. (For soft wood or fir plywood stain jobs, recommend **CLEAR Firzite**, to tame wild, unsightly grain.)

In pints, quarts, gallons, drums.

Big demand for natural wood finishes,

## sells **SATINLAC®**



The big modern style trend is for light natural wood finishes—on furniture, wood paneling and woodwork. When customers ask you what to use, you'll make friends by recom-

mending **SATINLAC**. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

In pints, quarts, gallons, drums.

\*Trade Mark Order from your Wholesaler

*new low-cost  
sales tools  
for you*

SLUGGER

**BOOST YOUR SELLING AVERAGE!**

*...ask your supplier  
how you can score extra sales  
by teaming-up with the new*

**BIG 5**

**FIR PLYWOOD DEALER  
MERCHANDISING  
PLAN\***

Now fir plywood gives you a hot new line-up of sales tools to help you cash-in locally on demand created by national promotion—advertising that reaches millions every day... plus thousands of personal field calls. This new merchandising package is planned and timed to give you extra sales of profitable fir plywood. Right now! Get the full story from your fir plywood supplier—or write Douglas Fir Plywood Association, Tacoma 2, Wash.

**EXT-DFPA®**



Play it safe! Your reputation is on the line with every sale. Sell only DFPA grade trademarked panels. EXT-DFPA for outdoor use, PlyPanel for interior finish, PlyScord for structural jobs. Other grades for other uses.

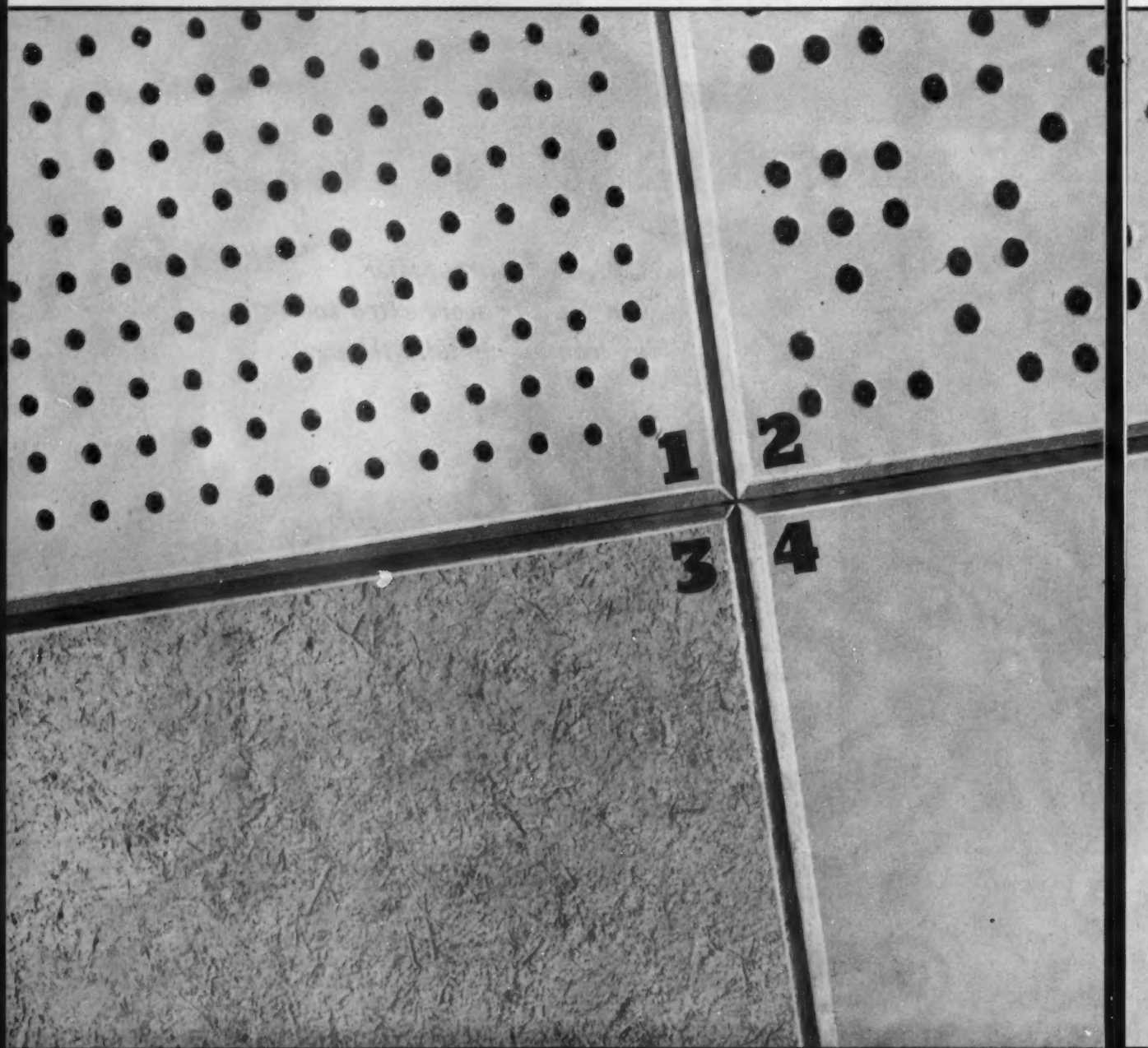
© Douglas Fir Plywood Assn.

**\* BIG 5 SALES TOOLS INCLUDE:**

1. store counter displays
2. direct mail
3. ad mats
4. TV commercials
5. window banners



# There's no ceiling on with these Insulite



Ask your Insulite Representative for samples . . . then compare them with any other fiberboard tile on the market. You can see the difference. That's why Insulite's easier to sell!

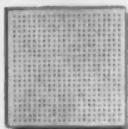
Write today for new Dealer Kit! See for yourself how new designs, new colors, new products and new flame-resistant finish combine to give you a sparkling new tileboard line with expanded sales opportunities. Write Insulite, Minneapolis 2, Minn.

## It will pay you to sell

# sales opportunities

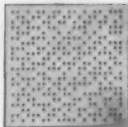
## Tileboard lines

Most complete line of fiberboard  
acoustical and decorative tileboard on  
the market...now comes from Insulite!



**1 ACOUSTILITE 60 and 65\*** (Regular Pattern) — Popular perforated acoustical tileboard. Now with white, flame-resistant finish and painted bevels. In  $\frac{1}{2}$ " (60) and  $\frac{3}{4}$ " (65) thickness, 12 x 12-inch squares. Beveled butt edges. Easy to apply with adhesive or nails.

**ACOUSTILITE T & G** — Low-cost, perforated acoustical tileboard with flanged tongue and groove joint.  $\frac{1}{2}$ " thick, 12 x 12-inch squares. Easy to apply with nails or staples. New flame-resistant finish.

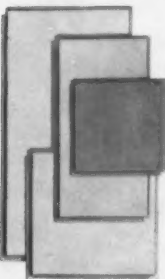


**2 ACOUSTILITE 60 and 65\*** (Random Pattern) — Informal design, restful to the eye. White, flame-resistant finish and painted bevels. In  $\frac{1}{2}$ " (60) and  $\frac{3}{4}$ " (65) thickness, 12 x 12-inch squares. Beveled butt edges. Apply with adhesive or nails.

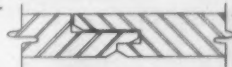
\*Also available with heavy-duty flame-resistant finish for commercial, industrial and institutional application.



**3 FIBERLITE** — Rich textured surface resembles fissured stone. Beveled butt edges with kerf. Painted bevels.  $\frac{1}{2}$ " and  $\frac{3}{4}$ " thickness. 12" x 12", 12" x 24", 16" x 16" and 16" x 32" units. New white flame-resistant finish can be repainted without impairing acoustical efficiency. Dollar for dollar, the best acoustical buy on the market. ♪



**4 LUSTERLITE** Decorative Tileboards — Smooth new flame-resistant surface. Has flanged tongue and groove joint (illustration below) for easy fastening with nails or staples. Now available in white, ivory and new mist green (selected by color authority Faber Birren for greater appeal).  $\frac{1}{2}$ " thick in square and rectangular shapes: 12" x 12", 12" x 24", 16" x 16", 16" x 32". Twenty-four and thirty-two inch sizes are available either plain or center scored. Can be easily repainted if desired. An ideal do-it-yourself item.



Commercial, industrial, residential...  
new construction or remodeling...you  
can sell them all with these Insulite  
sizes, finishes and colors! "

INSULITE, LUSTERLITE AND ACOUSTILITE ARE REGISTERED TRADE MARKS

# INSULITE



**Made of hardy Northern wood**

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota





## Figure it this way...

Today, more lines bear the Old American name than ever before. The familiar Old American trademark is "the sign of the complete line" . . . asphalt and asbestos-cement roofing and siding shingles, insulating siding, asbestos wallboards, built-up roofing and allied items . . . offering all your roofing and siding needs from one source.

For more than 30 years we've built our

reputation on an effort to bring you better products. Now, with more products bearing the Old American name for highest quality, doesn't it figure that we can offer you better service than ever before?

Our reputation is our most priceless asset . . . and your best assurance that we will continue to improve that investment to your benefit in the future. See your Old American salesman for prompt, personal service.



# Old American Roofing Mills

Division of The RUBEROID Co.  
500 Fifth Avenue, New York 36, New York  
A factory location convenient to you





*It's just good  
horse sense*

**maybe**

**FIASCO OF F.H.A.?** The housing scandal that broke last month was not unexpected, for some of the FHA-guaranteed rental apartment projects on which promoters and builders had profited unduly, due to padded contract estimates or substandard construction, had been the subject of considerable gossip during the 1942-50 government-supported emergency housing program.

In recent months, the practice of itinerant applicators and repair salesmen overcharging naive property owners—for maintenance and improvement jobs—or doing shoddy work with mediocre materials at a top price—was rather widespread.

The ferreting of the facts by Congressional committeemen finally made an investigation of the charges “a moral imperative.” Because he was FHA commissioner, Guy T. O. Hollyday was forced out of the picture. Who and how many were guilty will be determined by the Byrd and Capehart committees, together with HHFA Administrator Albert Cole’s findings.

Since he has been so concerned over and involved in the financing of new residential construction and improvements, Norman P. Mason is a substantial choice for acting FHA commissioner. As an official of a large Mass. building supply firm, as past-president of NRLDA and as chairman of the Construction and Civic Development Committee of the U. S. Chamber of Commerce, Mason understands the needs of this office—and knows how to get the answers in teamwork between industry and government.

But the breaking of these investigations into FHA affairs at this time definitely has delayed the passage of needed housing legislation by Congress—and consequently delayed needed construction activity. It also has made the ordinarily guileless public skeptical, if not suspicious, of bids for repair and construction business.

The three “goods” that can come from it all are: (1) to penalize and stop dishonest building activities; (2) to prompt Congress to make the provisions of government insurance and financing more exacting and beneficial for those who foot the bill; (3) to cause home-owners to consider the reliability and availability of those to whom they give their maintenance and expansion business.

**DEALER IN SPOTLIGHT.** This latter point gives the dealer who has his own crew of applicators and mechanics—or who works out clear arrangements with such labor managers—a big advantage and opportunity to assume his rightful and profitable place as the community center for “housing maintenance.”

The sale of “packaged repair and improvement jobs” by the retail building material dealer will assure him of more business and profit—and the customer of a good value—if practically managed. Such service will bring him back with other jobs or orders for materials he uses or has installed on his premises.

As Secretary Bob Brownlee advised his Tennessee association dealers recently: “This is the best opportunity you will ever have to tell the public, in your advertising, that you should be contacted for modernization and repair jobs. The applicators are largely responsible for the abuses named in the newspapers. Advertise your place of business as headquarters for modernization and repair loans and handle the details yourself in your office.”

**DEMORALIZED DISTRIBUTION.** Our capsuled commentary here last month on “What’s Wrong with Super-Markets?”, stirred a Brevard, N. C., lumber dealer to written reaction. Wrote he:

“We, as dealers, can see nothing wrong with super-market operations as long as the two methods of distribution both buy at the same general cost. If this be so, then the dealer who distributes by conventional methods can justify a higher sale price to the extent of the extra services involved and an efficient dealer can usually perform these services at lower cost than can the average consumer.

“We are competing with one so-called ‘super-market’ and would not mind if we were on the same cost set-up. However, we are dealers while our ‘super-market’ is on a wholesale or distributor basis, buying at wholesale discounts and selling to the ultimate consumer as we do. You can readily appreciate that under any method of distribution we would be competing at a cost disadvantage of the wholesale spreads. The normal retail dealer is resentful of this fact and we understand quite a few have discontinued handling certain brands they had bought in carloads at dealer cost when the ‘super-market’ took on the lines as a wholesaler. To our knowledge, ‘super-market’ has not obtained any of the brands we handle but when and if they do, we will certainly discontinue those brands.

“It has demoralized the orderly distribution picture as dealers are now trying to arrange deals to buy as wholesalers to the detriment of the legitimate jobbers or wholesalers who have honorably serviced the dealers for years.”

That is a realistic report of one legitimate dealer’s reaction to the “cut price because I get it wholesale” competition, and we’re grateful for it. However, if a merchant is able to buy at wholesale

(Continued on page 48)

**announcing**  
**ARMSTRONG'S**  
**TEMLOK**  
**ROOF DECK**

**NOW—IN ONE ECONOMICAL MATERIAL**  
**a roof deck, insulation, interior finish, and vapor barrier**



**TEMLOK® ROOF DECK** is a wood fiber product designed to combine a sturdy roof deck, efficient insulation, an attractive interior ceiling finish, and a tight vapor barrier into one building material. It eliminates the materials and labor for applying roof boards, insulation, lath and plaster, and interior finishing.

**FAST, ECONOMICAL CONSTRUCTION** You can save time, labor, and materials by handling and installing one material instead of several. Big 2' x 8' boards, with a modified tongue-and-groove joint, speed application.

**STRONG AND DURABLE** Roof Deck is composed of multiple layers of special asphalt-impregnated Temlok with a ceiling finish layer of ½" Temlok insulation board.

**PREPAINTED INTERIOR FINISH** The interior surface of Temlok Roof Deck is prefinished with two coats of light ivory paint. Long edges of the board are beveled, and bevels are painted to eliminate unsightly joint lines.

**APPLY BUILT-UP ROOFING** Temlok Roof Deck can be applied to flat, pitched, or mono-sloped roofs and covered with built-up or any conventional rigid type of roofing.

**HIGH INSULATION VALUE** High insulating properties slow down heat flow, mean cooler interior in summer, lower fuel bills in winter. Over-all heat transmission coefficients: 1½" roof deck .18; 2" roof deck .15; 3" roof deck .10.

**VAPOR RESISTANT** A special vapor-resistant adhesive provides a series of vapor barriers that protect roof deck against condensation. Temlok Roof Deck can be applied anywhere in the United States.

Remember you can save time, materials, and labor on every roof you build when you install Armstrong's Roof Deck. For further information, see your Armstrong lumber dealer or write Armstrong Cork Company, 3705 Ramsey Avenue, Lancaster, Pennsylvania.



## ARMSTRONG'S TEMLOK ROOF DECK



Use large-head, galvanized nails long enough to pass through the thickness of Roof Deck being applied and to penetrate the roof rafters to a depth of at least 1½".



Apply Roof Deck across the roof rafters with tongue edges exposed. Special series of vapor barriers protect Roof Deck against condensation in any U. S. climate.



Apply caulking compound to groove before applying next piece of Roof Deck. When the next piece of Roof Deck is put into place, it should be tapped snug with a wood block.



Roof can be applied quickly to enclose the house. On flat, pitched, or mono-sloped roofs, Temlok Roof Deck can be covered with built-up roofing or any rigid type of roofing.



Interior surface and bevels are pre-painted with two coats of light ivory paint to provide an attractive interior ceiling finish. Painted bevels eliminate unsightly joint lines.



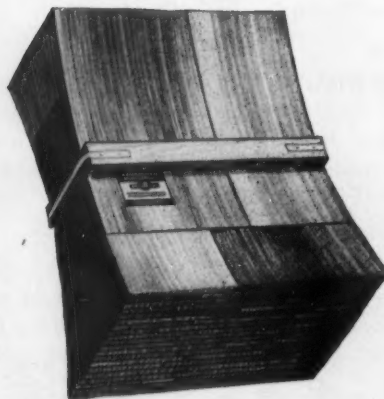


## QUALITY YOU CAN COUNT ON

**RED CEDAR SHINGLES** produced by member mills of the Red Cedar Shingle Bureau are identified by a label on every bundle bearing the word CERTIGRADE.

Only manufacturers who meet the grading standards of the Bureau can obtain or use these labels, which certify that the shingles so identified have been inspected and guaranteed as to grade by the Red Cedar Shingle Bureau.

To build your reputation for quality, to assure satisfied customers, and to protect yourself . . . make certain you specify CERTIGRADE on every shingle order.



### RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

425 HOWE STREET, VANCOUVER 1, CANADA



## Developing DO-IT-YOURSELF BUSINESS

*These dealers do it in local classes with help of manufacturers*

★ **Progressive dealers** here and there throughout the South are capitalizing on the mushrooming interest in, and demand for, Do-It-Yourself home improvement advice.

Some dealers—like the Builders Supply Company in South Carolina and the Charlottesville Lumber Company in Virginia—are staging Do-It-Yourself or how-to-do-it classes on their own.

Other dealers—like the Carolina Sash and Door Company, the Doggett Lumber Company, the H & S Lumber Company, and the McClure Lumber Company in Charlotte, North Carolina—are teaming together to win new customers from the How-To-Do-It market.

And still others—like those in Oklahoma City and Miami, Florida—employ exhibits in big metropolitan Do-It-Yourself shows, sponsored by newspapers and their advertisers.

With the extensive advertising by products and tool manufacturers in consumer magazines, newspapers, on the radio and TV, to woo and win Do-It-Yourself enthusiasts, the dealer who doesn't offer some kind of help in this field can not expect to increase—or even hold—his profitable share of such business

in today's tight buyers' market.

The Builders Supply Company in Lancaster, South Carolina, started a series of night classes on March 16. They were held at the company shop each Tuesday night from 7:30 to 9:30. The 50 people who "enrolled" in the free course learned about homeplanning, paneling walls, finishing attics, modernizing bathrooms, using wrought iron, insulating a home, making lawn furniture, repairing furniture,

The 50 students who enrolled in the Builders Supply Company's "school" learned correct use of tools and many ways to make their homes more beautiful and comfortable with a variety of building materials. In top photo, a representative shows how to use a portable electric planer. The 36-column-inch newspaper advertisement at right attracted 90 persons to a similar school at the Charlottesville Lumber Company, where the first class observed construction of a classroom that can be used for future classes. The ad offers car top carriers for rent or sale, to encourage home-owners to take their own materials, cutting down on company deliveries.

SOUTHERN BUILDING SUPPLIES for MAY, 1954

### LEARN HOW TO DO IT YOURSELF FREE!

8 WEEK COURSE  
EVERY TUESDAY  
NIGHT AT 7:30  
BEGINNING, TUES, MARCH 2nd

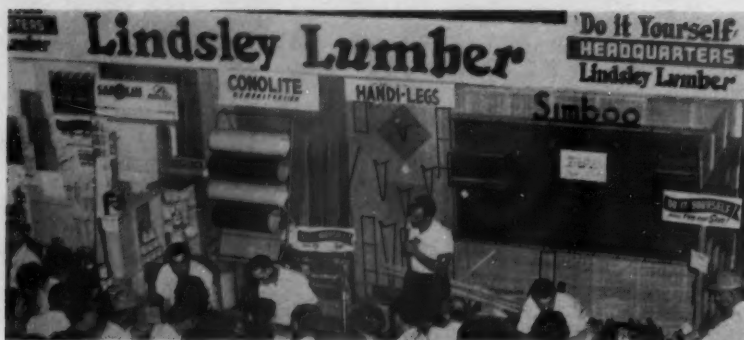
MARCH 2nd	<b>INTRODUCTION</b> Welcome and outline of Course. Use of Hand Tools. Demonstration of Atlas Power Tools.
MARCH 9th	<b>CARPENTRY</b> Lumber, Framing, Fastenings, Cummins Do-It Shop
MARCH 16th	<b>INSULATION, CEILING TILE and WALL BOARD</b> Talk and Demonstration by Representative of Johns-Manville.
MARCH 23rd	<b>Dry Wall, Gypsum &amp; Plywood</b> Talks by U. S. Gypsum Company and U. S. Plywood Representatives
MARCH 30th	<b>INTERIORS</b> Asphalt Tile, Plastic Tile, Aluminum Wall Tile and Masonite Presswoods.
APRIL 6th	<b>MASONRY</b> Use of Concrete, Cement, Waterproofing, Reardon's Dremels.
APRIL 13th	<b>TRIMMING THE INTERIOR</b> Demonstration of Stock and Morgan millwork, Marsh wall plank and blocks, Also Pittsburgh glass.
APRIL 20th	<b>CONCLUSION</b> Painting and decorating by representative of Duane Reynolds Paint Co. Financing Home Improvements

**DEADLINE FOR ENROLLMENT IS TO A.M., MONDAY, MARCH 1st — ENROLL NOW!**

**Charlottesville Lumber Co.**  
310 AVON ST., P. O. Box 220  
Charlottesville, Va.  
Dist 2-5135

CHARLOTTESVILLE LUMBER CO.  
P. O. Box 220, Charlottesville, Va.  
Please enroll me in your free night school on Home Repairs.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_



Lindsley Lumber, south Florida line-yard operators, used all the "tricks of the trade" in attracting visitors to its booth at the recent Do-It-Yourself Exposition in Miami, Fla. A "barker" pattered the "come-on" over a p.a. system while assistants demonstrated use of plastic sheeting, metal trim, other "how-to-do-it" methods.

how to use power tools safely, and special application of various products.

General Manager C. D. Gregory Jr. explained that the biggest problem in starting his "school" was how to conduct the meetings.

"We didn't know whether it would be better to give instruction by showing them how to build or by letting them do the work themselves. We tried both ways — neither was too successful alone, so we worked out a plan of devoting the first half of the time to teaching and the last half to letting them build the things they wanted to build with instruction along the way."

So many ladies showed an interest in the Builders Supply Company's school that the Gregorys — President C. D. Gregory, Treasurer C. D. Jr., Vice-President A. J. Gregory, and Secretary Ned Gregory — decided to start a special course for women. This course offers instruction in decorating, painting, and other jobs that are suitable for the housewife to do between other chores.

The Charlottesville Lumber Company in Charlottesville, Virginia, started an eight-week Tuesday night course on March 2. A (See DO-IT-YOURSELF! page 86)

With this 5 column, 17½ inch deep ad—and collateral publicity in the newspaper, over the radio, and in their stores, four building supply dealers in Charlotte, N. C., attracted over 2,500 visitors to their own recent "Building Products Parade" in the Firemen's Hall. It stressed "how to do it" and boosted the services of mechanics and contractors.

## Home - Owners! Builders! Carpenters!



# See "BUILDING PRODUCTS PARADE"

**ADMISSION IS FREE!**

**\$200.00**

IN DOOR PRIZES

**BIG 3 NIGHTS**

**MARCH 24, 25 & 26**

**WED., THURS., FRI.**

You won't want to miss this gathering of today's newest, best of building products. The exhibits show how to build with V.O.I. in mind — by one of Charlotte's leading building material dealers with the wonderful assistance of many of America's leading manufacturers. You'll enjoy every minute you're here.

at **FIREMEN'S HALL** on *Monroe Rd.*

from 5 p.m. to 10 p.m. every night

You'll marvel at the many wonderful ideas you'll see in our

## 36 Different Booths of Today's Newest Products!

**SEE "LIVE" DEMONSTRATIONS**

**SHOWING EASY INSTALLATIONS**

MEET BUILDING PRODUCT SPECIALISTS DIRECT FROM FACTORY... Ask Any Questions



**DISCOVER HOW EASY IT IS TO FINANCE**

**BUILDING OR REMODELING TODAY**

GET MANY VALUABLE AND HELPFUL FREE PAMPHLETS FOR IDEAS

**Learn Everything You Want To Know About:**

- PLYWOOD
- WINDOWS
- DOORS
- INTERIOR PANELING
- FLOORING
- ROOFING
- SIDING
- PAINTING
- INSULATION
- STAIRWAYS

**Learn How To Get Full Value For Your Dollars**

- WROUGHT IRON
- HARDWARE
- PLANNING
- PSB BOARD
- FINANCING
- GYPSUM PRODUCTS
- PATIOS
- KITCHENS

**"HOW TO DO IT" EXHIBITS**

for Contractors, Carpenters, and YOU

**To Save You Time, Money and Disappointment**

DON'T MISS IT!

*Everyone Is Welcome!*

ADMISSION IS FREE!

Sponsored in The Interest of Better Home Building By

**Carolina Sash & Door**

1300 CENTRAL AVE.  
Phone 8-8114

**Doggett Lumber Co.**

111 EAST PARK AVE.  
Phone 6-7461

**H & S Lumber Co.**

520 DOWD ROAD  
Phone 2-5191

**McClure Lumber Co.**

MT. HOLLY ROAD  
Phone 6-5517



**Plenty of Free Parking! \$200 In Door Prize Certificates!**



# PORTABLE HOUSES pay off two ways

## Enterprising Texan builds houses in yard, then moves them to buyer's lot

★ **Gordon Lightfoot**, owner of the Lightfoot Lumber and Building Company, Victoria, Texas, has hit upon an idea that combines building material merchandising and home-building in a neat package to make a two-way profit. He makes the normal profit on building materials, and he makes a contractor's profit on building homes.

What really is putting over the deal, however, is that the home-buyer also profits. Lightfoot estimates that he delivers a turnkey job to a buyer's lot, sets it on foundations, and readies it for occupancy at least 20 per cent less than the cost of a home of the same size and quality built the conventional way.

Unlike most "tree to key" operations, he builds homes right in his own lumber yard and delivers them to the purchasers' lots. Lightfoot initiated the program two years ago as an experiment, and he hasn't been able to catch up with orders yet. He sold about 60 homes in this manner during the past year.

He got the idea from his experience in buying, selling, and moving government-surplus buildings. He bought and sold hundreds of these surplus buildings of all sizes. Finding a ready market for them, he believed the idea was adaptable to a lumber and homebuilding business.

He started this type of business by offering an unfinished home, appealing to the man who likes to do some of his own building but

who hasn't the time or knowledge to build a complete home. He still builds a lot of homes of this type, but he delivers a complete turnkey job, too.

The unfinished houses are completed outside, including paint, but the inside walls are unfinished, the plumbing is not installed, and there is no cabinet work.

The company sells from a set of 12 different house plans, and customers are asked to select one of the 12. However, if the customer wishes to make changes in a specific plan, take certain features of one plan and add them to another, or even supply his own plans, the company accepts the contract on the same basis as it handles orders

from the standard Lightfoot plans.

Homes available under this program range in size from a one-bedroom cottage measuring 20 by 22 feet and containing 440 square feet, to a three-bedroom home containing 1,008 square feet of floor space.

There are several sizes of two- and three-bedroom units between, but the best seller is a two-bedroom model containing 742 square feet and selling, unfinished and delivered to the purchaser's lot, for \$3,500. The 440-square-foot job delivers, unfinished, for \$1,995. Another popular model is an unfinished three-bedroom design containing 960 square feet that is delivered for \$4,500.

The company continues to offer unfinished homes, as was the original intent, but today it sells more turn-key units than unfinished jobs.

Regardless of size, homes are frame, with pine or hemlock siding. (See PORTABLE HOUSES page 87)



The house shown above is the most popular model of Lightfoot homes. It contains 742 square feet and sells, unfinished, for \$3,500. Below are several homes being constructed in the lumber yard for removal to the customer's lot after he makes his choice. Safe transport by a local house-moving firm is guaranteed.





## Store Shows Attractive Uses of Wood Paneling



★ **Ben P. Eubank** and his son, Ben Jr., have applied the same artistic touch to their new retail building material showroom that they have achieved in the many homes they have built for years in the Lexington, Kentucky, area.

Already the variety of wood-paneled walls are inspiring Lexington home-owners to use paneling other than knotty pine.

The paneling in the main downstairs showroom is butternut, running both vertically and horizontally to suggest two possible uses or combinations.

Eubank's office is paneled in ash, accented by the oak flooring blocks. An old desk in this office has been made beautiful with the application of Engelmann spruce paneling

(See **PANELED STORE** page 89)

Spacious aisles and wood paneling are important features of the new display room at the Ben P. Eubank Lumber Co. Bottom photo shows the front, mostly glass, and the neon sign atop distinctive canopy. Above, Ben P. Eubank poses with his son, Ben Jr.



# In a competitive market

## BETTER RECORDS BOOST PROFITS

★ **Continuous use** of six forms by our staff of 16 employees in the Charleston, West Virginia, retail yard of the Wright-Bachman Lumber Company, helps us to control purchases and stocks — and to keep tab on prices and profits.

With large stocks, varying turnover of items, and close margins of profits, we find it more essential than ever in a competitive market to make sure of every transaction with written records.

All our office force, with the exception of accountants, act as salesmen and each has a stenographer's notebook which he uses instead of scraps of paper or memo pads. Each employee uses his book for all notes, quotations, and even "boondoggling," for it is surprisingly important how often one refers to these notes — weeks later, frequently.

For all inter-office notes, we do use formal memo pads. These transmit telephone calls, messages, and reminders to the purchasing department to check and purchase some items on which stock is low.

We use Purchase Orders serially numbered in triplicate. The three

copies have these important functions:

Original (white) copy, of course, is sent to the Vendor (supplier).

Duplicate (orange) copy is the Office Copy — filed in an alphabetical vertical desk file.

Triplicate (white) copy is the Receiving Department Copy. It is used as a receiving tally. The carbon for this copy does not extend into pricing columns so that no cost prices appear on it, since this is confidential data.

Upon receipt of the Vendor's acknowledgment of order and also their invoice, comparison is made with our Office Copy for correctness of filling our order.

Upon receipt of the merchandise, our receiving clerk or tallyman checks against Receiving Department Copy. His marked copy is then sent to the bookkeeping de-

partment for comparison with Office Copy and with Vendor's invoice upon arrival. Should partial shipments arrive, the bookkeeping department makes another "back-order copy" for the office and for the receiving department.

We find this system satisfactory because it is easy to determine what purchases have been made and their status. Acknowledgments and shipping notices from each Vendor are stapled to Office Copy. Upon receipt of Vendor's invoice, it also is stapled to Office Copy and filed in our Invoice File.

Our receiving clerk arranges for proper storage space for ordered merchandise when he gets the Receiving Department Copy, so the incoming shipment is handled promptly and demurrage is kept at a minimum.

Our Receiving Department maintains a "Car Record" of all carload purchases received. This record shows: date of shipment, name of Vendor, car initial and number, date and hour car placed, date and hour car released, contents, and quality.

All Vendor's invoices are immediately stamped upon receipt with a handy rubber stamp.

These are the steps followed in completing this stamped record:

**Date Mdse. Rcd.**—as shown by receiving tally.

**Rec. Tal. Att.** means Receiving Tally Attached with Office Copy to Vendor's invoice.

**Price Checked** — indicates that Vendor's invoice is checked against Office Copy.

**Exten. Checked** — on Vendor's invoice.

**Frt. Deducted** — from Vendor's invoice when sold freight allowed.

**Added** — freight added to Vendor's invoice when sold no freight allowed.

(See CONTROL RECORDS page 88)

*By Bob Briggs*

**Manager of Wright-Bachman Lumber Company, Charleston, West Virginia**

**PURCHASE ORDER**

✓ **P. O. ADDRESS:**  
P. O. Box 9407  
Charleston 29, W. Va.

✓ **DELIVERY ADDRESS:**  
704 West Washington St.  
Charleston, W. Va.

**Wright-Bachman**  
**LUMBER COMPANY**  
10 WEST WASHINGTON ST. Phone 3400

**No. 2861**

Please Show This Number  
On Your Invoice

**INVOICE IN DUPLICATE**

DATE \_\_\_\_\_

TO \_\_\_\_\_

PLEASE FURNISH US WITH THE FOLLOWING

SHIP BY \_\_\_\_\_

P. O. R. \_\_\_\_\_

BUYER \_\_\_\_\_

☐ CONFIRMING PHONE ORDER

*Note: Double address*

*We make out all Purchase orders in triplicate*





## ROOM APLENTY FOR A BALANCED WHOLESALE MATERIALS STOCK

★ **Having been crowded** in their old quarters since the war, the Beckers Builders Supply Company in Wilmington, North Carolina, now have space aplenty at 4040 Market Street for a balanced wholesale stock of building materials — and for office and sales functions — as these photos show.

The front warehouse, above, and at right, is 90 feet wide and 280 feet long. Elimination of columns by steel bow-string trusses provides maximum storage space with easy maneuverability for handlers and deliverymen. Three loading wells at right serve three trucks at a time for "inside" dry loading. Five doors on left side facilitate shipments from railroad siding.

Sixty-six feet behind this building is one 80 feet wide and 180 feet long. In it are assembled the popular "Becker Better Built"

wood window units, and windows and glass are stored.

The inviting sales and showroom

in the new Becker building is shown in bottom photo. The sales (See *JOBBER'S WAREHOUSE* page 89)



# Color Styling A MODERN HOME



## PART I — The Four Dominant Characteristics of Pigment Colors

By *Irma Dutrieux\**

★ All pigment colors have four dominant characteristics which help us to recognize and identify them accurately. These are HUE, VALUE, CHROMA (or intensity), and TEXTURE (or finish).

Do you understand and enjoy color?

Have you learned how to choose colors which are in harmony with each other?

Can you choose colors which are suitable for their purpose?

After you have read this and the second part of this presentation on the science and use of color, we hope you will be able to answer all three of these questions positively and profitably.

Our purpose in "color styling" is to select colors to develop a harmony that will be pleasing in appearance and will produce a desired psychological and emotional reaction upon those who observe it and live with it.

Many attempts have been made to reduce the principles of color harmony to a formula by means of charts. These have been found to be of limited value to the decorator. Charts are not used by an experi-

enced colorist, and their use by the beginner has the danger of preventing development of ability in color selection by methods of reasoning and visualization.

The decorator has a bit more complicated problem, inasmuch as colors used in a room are on surfaces that stand at a variety of angles, vary in texture, and receive different degrees and character of light. Therefore, decorators must use a set of guiding principles that will enable them to bring out the desired character of the room, contribute to the psychological satisfaction, and express the personality of the occupant.

To understand and enjoy color it is necessary to know color terms and principles which will help

train your eye to observe color correctly and will give you the background knowledge that you should have.

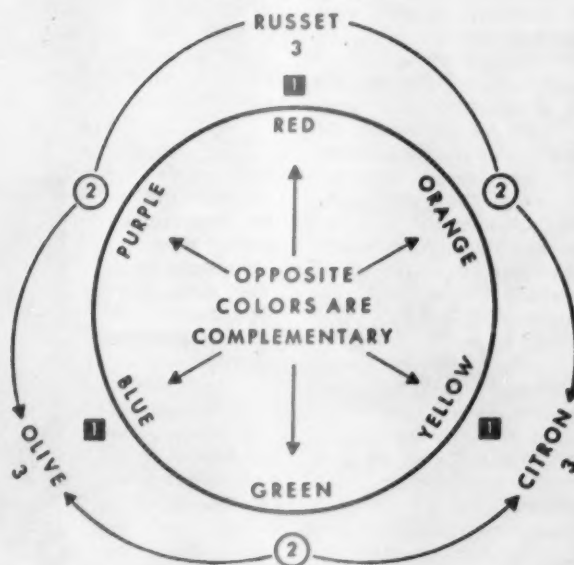
HUE gives a color its name. When you say that the sky is blue, you are naming its hue. When you are asked to describe the color of an object, your first thought is its hue. Color names such as blue, pink, brown, yellow, and lavender indicate the color characteristic called HUE.

There are six color families — red, yellow, blue, orange, green, and violet. Each of these families has a particular HUE which gives it its name.

To many people, yellows are just yellow, and all blues are merely blue. To understand and enjoy color you must see far more than this. You must be able to see when a hue is not a standard color, but

(See COLOR-STYLING page 84)

### COLOR WHEEL



1 PRIMARY COLORS 2 SECONDARY COLORS 3 TERTIARY COLORS

\* Miss Dutrieux is the color stylist for the O'Brien Corp., manufacturers of paints in factories at Oklahoma City, Baltimore, Md., and South Bend, Ind. The information on the science of color and home decoration in this and a second part of this feature was presented in three lectures by Miss Dutrieux in the first training course for women employees of building supply dealers, held at the University of Oklahoma last January.



**For easier housekeeping for owners  
and bigger profits for you, sell 'em**

## PLASTIC LAMINATES

*By Helen Matthews*

★ **With a sink top, cabinet top, breakfast or dinette table in virtually every American home today — nearly every home-owner is a prospect for plastic laminates, which are available in well over 100 designs and colors.**

A recent national survey of architects and builders showed that plastic surfacings are outstripping all other types of materials for such kitchen uses. Housewives seem to be as pleased with the "glamour" as with the labor-saving features of this material.

Most pleasing to the retail building material dealer is the profit mark-up, about 50 per cent, depending upon the quantity and brand he stocks.

Selling plastic laminates is easy compared to many building materials. The customer can measure his own area to be covered—then the salesman makes sure he goes home with the size sheet that will fit most economically.

The salesman also should be able to suggest professional help for the installation, in case the customer should want it. And he should be able to demonstrate quickly the proper method of applying the ma-

terial and offer "how-to-do-it" literature. The custom appearance of a completed plastic laminate installation is reason enough to swell any handyman's pride. And, chances are, his neighbor will be inspired to want to try it, too.

**Store Displays.** Appealing displays on retail sales floors have proved that customers — in the store for another purchase — become so interested in samples of plastic laminates that they start

**No more damage to this little table from spilled milk! With instructions from her retail lumber dealer, this mother puts finishing touches on the table's new Formica top, which she pressed down firmly with a rolling pin after bonding cement was applied. She is attaching a chrome strip to the edge to match the edge of her sink.**



Weekly "how to do it" sessions on the sales floor of the Charlottesville Lumber Co. in Virginia are winning popularity for both the firm and the products it shows how to use. Customers here watch as Owner Albie Barksdale Sr. and William P. Hayward, head of the floor covering and acoustical department, explain the application of Micarta plastic laminate.

thinking of places to use them. You should find a way to actually demonstrate at least one installation — use it in a kitchen display, apply it on a sales counter, or even bring in an old table that will help show what can be done with old pieces of furniture with a little ingenuity, plastic sheet, mouldings, and bonding cement.

Be sure that the samples of other colors and patterns are kept clean. Dust-covered samples give the impression that the display has caused little interest recently.

Make the most of the Do-It-Yourself angle. Most manufacturers now offer display cards that show a man — or the housewife, herself — applying plastic sheets. Somewhere in the display there should be information about sizes of panels available, emphasizing little waste.

Furniture offers the week-end workshop hobbyist the newest practical application for plastic laminates — and it is rapidly increasing in popularity.

(See SURFACING PLASTICS page 90)



# "IT'S EASY TO SHOP" in this remodeled store



★ For 24 years, the Dierks and Sons Lumber Company in North Kansas City, Missouri, had been successful in its operation — but last spring the owners and Manager Lee Roberts realized that this area's steady growth had changed its need for building materials and that the company's lines should be modernized — as well as the store building in which they were displayed.

"We realized that we needed to expand greatly our stocks of lawn and garden supplies, paint, wallpaper, and builders hardware. Customers also were asking about sporting goods, floor coverings, and even model airplanes," Roberts explained.

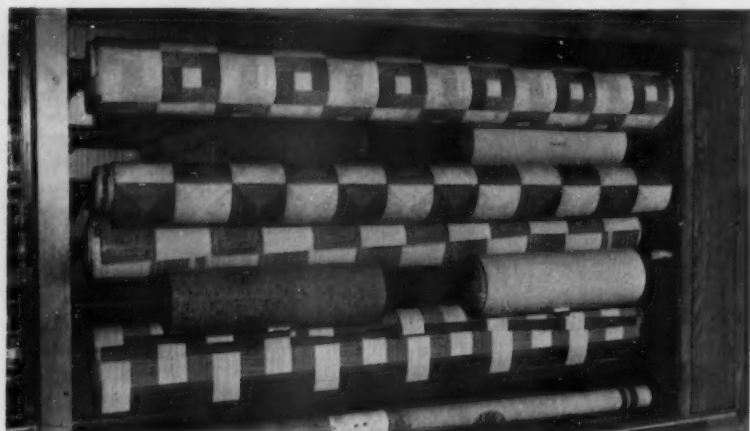
The changes made in store layout and merchandise lines resulted in immediate increases in sales volume and profits.

Carefully designed for increased efficiency, the expanded store measures 50 by 120 feet and is completely air-conditioned.

The plant includes an 84-by-110-foot lumber shed and a 26-by-50-

With expansion of the company's lines, this 30-foot wall display was added to show the great variety of sporting equipment Dierks added. It is easily seen from the wallpaper department, which brings many customers into the store. Below, the store front features a circular entrance that helps catch the eye of passing motorists.





This Dierks display of linoleum not only catches the eye of customers better than the usual end-stacked rolls, but is easier to handle when cutting rugs to size. The rack also has a built-in section for tools. The island fixture shown below was designed to hold lighting items that "sell" themselves. Customers often stop and pick up items here on the way to the counter.

foot storeroom for surplus stock.

Abundantly lighted with eight-foot-long fluorescent units, the new store features a ceiling patterned with 12-inch-square ceiling tile. The floor is covered with vinyl tile. Adding dignity to the display room are the walls in Philippine mahogany. The offices are done in birch and figured gum.

Care was exercised in planning the wallpaper and paint departments, because they are regarded as the "heart of the business." Fifteen years ago, the wallpaper display included only 12 patterns. Today the store displays over 200 patterns on 16-by-12-inch metal panels, which cover 85 square feet of wall space.

Next to the wallpaper display area is a small storage room for stocks of wall and ceiling paper, with facilities for bundling and wrapping the paper.

"Our wallpaper equipment rental service is an ace drawing card with the Do-It-Yourself crowd," explained Roberts. "We supply a full set of equipment, including cutting board, cutting knife, seam roller, and so on, for \$2.50 a day."

Both wall displays and island displays are used to show the \$15,000 stock of paint supplies and accessories. A 50-foot stretch of wall area also is devoted to paints.

Inclusion of a new builders hardware and tool showroom in the remodeling program spurred volume in these items 25 per cent, according to Roberts. Increasing the tendency of more people to "do it yourself" creates a steady call for various household tools, he pointed out. Evidencing the completeness of the tool selection, which is displayed on five-by-10-foot island displays, is the fact that 36 kinds of handsaws are stocked.



North Kansas City is a community of middle-class families, all extremely outdoor-minded. Many residents fish; others hunt; some do both. The small fry are sports-minded, too.

Lee Roberts was mayor of North Kansas City for eight years, so is well-known among city recreation officials and youth groups. His personal following provides a golden opportunity to sell sporting goods.

Eye-catching focal point of the back area of the store is the yard-goods rack for inlaid and print linoleum. Holding seven nine-foot rolls of linoleum, this efficient unit of white pine has a built-in tool section. The rack is located at the back so customers may leisurely inspect the merchandise and so the cutting of linoleum to customer specifications doesn't interfere with other departments.

Another feature that gets a lot of customer attention is the 10-foot-square display of wall material samples, built into one wall. This display is directly off the planning room where two experts draw blueprints and make estimates for prospective home-owners.

"The display tells the whole story for the customer looking for wall material," the manager declared. "It is a time- and labor-saver for both the store and the customer. Prices of the various materials are plainly printed on labels affixed to the samples."

The 16-foot lawn and garden display offers both tools and insecticides.

**Public interest** in the store's "grand opening," held last July, was promoted with full-page advertisements in the daily newspaper. "Give-aways" included cardholders for the men and plastic kitchen items for the women. Prizes that helped attract some 2,000 persons were fishing rods, electric deep fryer, and a room of wallpaper.

Weekly drawings, which utilize the names of persons registered at the opening, continue to spark the firm's promotional agenda. Every Saturday, names of winners are posted on a bulletin board in the store. Registrants are urged in newspaper ads to check the bulletin board in person to see if their names are on it!



## CHAIRMEN FOR HOO-HOO CONVENTION IN HOUSTON SEPTEMBER 6-9

The Cats and lady shown above will serve as chairmen of the several committees that aim to make the 63rd convention of the International Order of Hoo-Hoo, to be held at the Shamrock Hotel in Houston, September 6-9, the best ever. They were chosen by members of Houston Hoo-Hoo Club No. 23, host group for this 1954 convention.

The chairmen in the picture and their committees are:

Front row, from left: W. C. Whitridge, Registration; M. R. Erwin, Embalming of the Snark; W. A. Russell,

general chairman; Mrs. Selene Davidson, Ladies Activities; Kenneth C. Manning, Entertainment; Minos E. Miller, Finance, and E. B. Meroney, vice-chairman.

Back row, from left: Gene Ebersole, Publicity; R. Weldon Walker, Texas Hospitality; Roy L. Brown Jr., Program; R. B. Darnell, vice-chairman of Entertainment; D. M. Nichols, vice-chairman of Finance; L. W. Craig Jr., Hotel Reservations; R. H. Thweatt, Concatenation, and W. D. Allison, Transportation.

## hoo-hoo LOG

Better trained Cats was the aim of the most recent project of the **PANHANDLE PLAINS** Hoo-Hoo Club No. 8. Ninety-three students "graduated" from the "school" that lasted six Monday nights. Charley Greef headed the six man committee that secured such top-notch instructors that attendance was nearly 100 per cent for all sessions. Homer Sanders Jr. drove 180 miles from Muleshoe to Houston every Monday to attend. Several came from Pampa and points between. . . . May is the month for the **GREATER MIAMI**, Fla., Club No. 42 to hold its mixed party. The club also has donated magnolia and redwood trees to public parks as an Arbor Day project. . . . A concatenation held in connection with the **TENNESSEE** dealer convention swelled membership in the state by nine Cats. Those from Memphis included Frank Buehl, Charles Boydston, Howard Handworker, Russell Stadelmen, and Charles Cunningham. Others are Homer Clevenger, Greenville; William Bruer, Nashville, and Russell Lortz, Knoxville. Lending dignity to the degree team was International Secretary Ben Springer. . . . Springer also served as visiting officer for a grand concatenation held during the

convention of **FLORIDA** dealers in Jacksonville. This impressive ceremony, which added 26 members to Florida Hoo-Hoo ranks, was dedicated to the memory of the late Tom B. Wait, state deputy snark. Bill Beckham was snark of the formally-dressed degree team. . . . **ATLANTA** Cats heard a Retail Credit Co. official, W. E. Callahan, explain how to achieve "more effective sales results through improvement of your mental qualifications, ability to communicate, and your personality" at their April 26 meeting. President Sam Houston explained an opportunity for the club to help provide a cabin at an underprivileged boys' camp by furnishing building materials. A concatenation was announced for the May 17 meeting at the Briarcliff Hotel. . . . Sixteen lumbermen were initiated at a concat held by the **SAVANNAH** Cats in connection with the annual meeting of the Building Material Merchants of Georgia on April 19. State Deputy Snark Oertell Collins led the degree team. . . . The **DETROIT** Hoo-Hoo Club will co-sponsor an eight-day Do-It-Yourself Show at the State Fair Grounds there on November 6. The Cats will help the Detroit Free Press Fresh Air Fund promote the show that will feature demonstrations of power tools, carpentry, sewing, wallpaper hanging, and other home jobs and operations. The Detroit Cats who have made plans for this progressive project in the interest of lumber promotion are Paul Hodges, Harry Smith, and Roy Leitch Jr., international director.

## Plumbing Industry Has New Promotional Program

The Enameled Cast Iron Plumbing Fixtures Association and the Vitreous China Plumbing Fixtures Association have announced a new expanded publicity program designed to broaden the public understanding and appreciation of the plumbing industry.

"We hope to reach such important groups as consumers, specifiers, retailers, installers, and important influence groups," the association explained.

"Our objectives are four:

"To educate these people on the value of better plumbing facilities. To point out the need for at least two bathrooms for every three-bedroom house and to increase plumbing facilities in other buildings.

"To publicize new fixtures and methods in the industry as they are developed by a continuing research program.

"To acquaint the public with the services of the industry in maintaining sanitation and protecting health."

Members of the Enameled Cast Iron Plumbing Fixtures Association and the Vitreous China Plumbing Fixtures Association have underwritten the employment of a full-time staff to handle this program. A writer will devote all his time to the preparation of articles, releases, radio scripts, and other publicity material for the plumbing industry.





# *industry* NEWS

## **Southern Pine's Merits and Ills Weighed at Annual Meet**

### **DEAS AND SWIFT HEAD NEW ADMINISTRATION**

FOLLOWING the retirement of H. C. Berckes, Stanley P. Deas, veteran member of the organization's New Orleans staff, has been elected both secretary and manager of the Southern Pine Assn.

Deas assumed his new duties at the 39th annual convention of the lumber manufacturers, which emphasized the great need for product improvement and development through aggressive trade promotion and research. More than 300 lumber producers attended the April 5-7 sessions at the Roosevelt Hotel in New Orleans.

G. R. Swift, Swift-Hunter Lumber Company, Atmore, Ala., was elected president to succeed J. R. Bemis, Prescott, Ark. Arthur Temple Jr., Diboll, Tex., was named first vice-president; Leon Clancy, Grayson, Ala., second vice-president and M. L. Fleishel, Port St. Joe, Fla., re-elected treasurer.

Tuesday's morning session was taken up exclusively with a panel discussion on trade promotion and marketing of Southern pine as viewed by specifiers, users, distributors, and manufacturers. Earl M. McGowin, Chapman, Ala., was moderator. The panel was composed of A. T. Brink, Kansas City, Mo., representing commission salesmen of Southern pine; A. Q. Davis, New Orleans architect; Findley M. Torrence, secretary of the Ohio Assn. of Retail Lumber Dealers, representing the lumber dealers; Robley J. Gelpi, New Orleans, representing homebuilders and the views of FHA as a former chief underwriter; John Thames, Birmingham, Ala., representing the wholesalers; and T. L. Temple III, Diboll, Tex., and chairman of the Trade Promotion Committee of the SPA, and Tom DeWeese, Philadelphia, Miss., both representing the views of the manufacturer.

McGowin declared that the future of the Southern pine industry is not in the ability to find sufficient forests to meet the demands but in the ability of the industry to convert the new forests being built up into useful products. He emphasized the fact that wood is not a declining commodity.

Pointing out that he was talking for some 300 commission firms which

sell Southern pine, Brink asserted that Southern pine lumber is the best graded of all lumbers, yet at times has been the worst produced; has had the most research, yet the least application of such research, and has been weak in relationships to other species of lumber in fields where lumber salesmen work even though these same lumber salesmen are inclined to like Southern pine best.

"Our salesmen of Southern pine know that Southern pine is best of all lumber products, but each has a hard time proving it to his customers when he must handle poorly produced lumber," Brink said.

Davis explained that what the architect does today, the builder and contractor does in ultimate time.

"We architects of this area know that Southern pine has excellent qualities but others do not know it. When an architect specifies dry Southern pine, he wants dry lumber, not just Southern pine that may not have been dried thoroughly. When even one instance brings about bad reactions to green lumber, the entire Southern pine trade suffers."

Torrence stressed the fact that the retailer of lumber "is in the front line and gets the first complaints when the grade is not up to specifications. The retailer is the first to get pushed around when a material fails to come up to quality required."

"People in Ohio are definitely buying more Southern pine than I had thought and they are not buying on price but on specifications," he added. "The dealers in our area will pay for quality with savings resulting be-



### **WOODEN SCHOOL FOR \$6.08 A SQUARE FOOT**

This modern all-wooden school, containing six classrooms divided by a central corridor, was built through a cooperative arrangement between the W. T. Smith Lumber Co. and the Butler County (Ala.) board of education. The lumber company supplied the site at Chapman and contributed materials and services equivalent to the difference between \$25,500 supplied by school funds and \$40,300, the cost of the complete school. The \$6.08 cost per square foot even includes grading the grounds, installation of a septic tank, and the central heating plant. Photos courtesy Alabama Lumberman.



cause such lumber is not sent back to the yard for want of quality."

Homebuilder Gelpi advocated grade-marking as a must in FHA housing restrictions. "Quality of materials that go into a lifetime investment, the home of men, can best be insured by grade-marking," he said.

Gelpi warned the lumbermen that as long as poorly produced Southern pine is permitted, the industry will be plagued with complaints and poor publicity.

Thames pointed out that lumber wholesalers will have a most important part to play in the "recapture of the Southern pine market. Many salesmen are the biggest boosters the Southern pine industry has, simply because Southern pine production largely makes up the economy of the area in which they sell."

He emphasized the need for better carloading of Southern pine, which he said could go a long way in helping the market for that wood. "The industry must also give increased attention to proper manufacture, proper seasoning, and proper marketing of Southern pine."

Temple reviewed projects of the past year by SPA's Trade Promotion Committee. He stressed the importance of the home-owner as "the best means of increasing use of Southern pine."

Temple stressed the importance of the committee's plans to send out monthly bulletins to architects stressing the strength, flexibility, and other features of Southern pine. Reviewing a program for sectional advertising plans, he said it was planned to have one man go into various states or regions to help lumbermen in that area to put on their own advertising drives.

DeWeese said that it was time for all manufacturers of Southern pine to recognize the seriousness of the marketing problems of the industry. He said he was not afraid of the future because "we have the product which can face the test."

Admitting that the pine industry was presently paying the penalty of some Southern pine producers' carelessness of manufacture, DeWeese stressed the need for greater participation in SPA by producing mills, pointing out that "only 20 per cent are going along with our trade promotion program."

At the open meeting of Southern Pine Association subscribers Monday afternoon, President J. R. Bemis spoke on "What About Tomorrow?"

"Better mechanization has been one of the practical devices we have found in our industry to help us maintain our business and keep them solvent in the squeeze of rising costs that has caught up with us in recent years," Bemis explained. "While we have made strides in this direction, I feel that we have only scratched the surface. I don't mind predicting that in the next few years we will witness a degree of efficiency in our region

that was only dreamed of only a few years ago."

In appraising the Southern pine industry, "I see no reason to be disturbed over our outlook for the future," Bemis said.

"To the contrary, I think we have definite cause for optimism. In the first place, our nation is not overbuilt by any means. The tremendous increase in population over the past 10 years portends a demand for new homes at the rate of one million, four hundred thousand a year. That means lumber but it means hard selling."

Leo V. Bodine, executive vice-president of the National Lumber Manufacturers Assn., Washington, D. C., spoke on "Let's Close Ranks." He emphasized two important steps in the lumber trade:

1. More publicity for wood as the basic building material.

2. Need for improvement of production and new product development.

Bodine also told of the need for better grades of exterior paints, improved glues, better and cheaper ways of drying wood, and better relationships with architects, farmers, contractors and others.

## personnel parade

**The Celotex Corp.** . . . Robert C. Moore has been succeeded as assistant manager of this material manufacturer's Atlanta, Ga., branch by JAMES L. ALLEGOOD. Moore has been promoted to the Pittsburgh (Pa.) branch managership. Now assistant to Atlanta Branch Manager A. L. (Dick) Dent, Allegood served for three years as Celotex sales representative in the eastern Carolinas from Raleigh, N. C. He is a graduate of the Alabama Polytechnic Institute at Auburn.

**American Bildrok Co.** . . . ROGER MACARTHUR has been elected president of this Chicago building material manufacturing firm.

**Acoustical Materials Assn.** . . . At their recent annual meeting in Chicago, members of this association elected EDWARD S. GRAYBILL president, succeeding George W. Handy. Graybill has been affiliated with the Armstrong Cork Co., in Lancaster, Pa., for 25 years and has managed its acoustical department since 1946.

**Florida Portland Cement Division of the General Portland Cement Co.** . . . DEVEREUX BACON JR. was elected vice-president of this division to succeed Frank M. Traynor, retired.



D. J. O'CONOR JR. has succeeded his father as president of the Formica Co., Cincinnati, Ohio, manufacturers of laminated plastics. The elder O'Conor, who was elevated to chairman of the board of directors, founded the firm 41 years ago with H. A. Faber, now a director. After graduation from Massachusetts Institute of Technology, the younger O'Conor joined Allis-Chalmers Manufacturing Co. He started to work for Formica in 1941 as a project engineer.

Traynor, who had been located in Florida since the Tampa plant was built in 1927, will remain a company director and consultant. Bacon also has been with the cement firm since 1927—in Orlando, Puerto Rico, Orlando, and Tampa. He had been sales director since 1947 until he became vice-president on March 1.

**Lowe Brothers Co.** . . . The Kem Products Division has announced the promotion of SIDNEY R. BOLICK to manager. He will coordinate and direct all merchandising activities of Kem paint products. Bolick joined Lowe in 1947 as a sales representative. . . . M. L. FONTENOT has been promoted from the Lowe Brothers district managership in Atlanta, Ga., to that in Dallas, Tex. HOYT SIMMONS is the new Atlanta district manager.

## New 3-Way Plan Boosts Material Handling

A great increase in leasing and time-payment purchases of Yale industrial trucks is attributed to a new finance plan, made available last July.

The Yale and Towne Manufacturing Co. has expanded this program to a new "Three-Way Finance Plan." The basis of the plan is allowing both large and small customers to

**TAKES  
LESS STORAGE  
SPACE--**

**1954**

**Ualco®**  
U-AL-CO



## JALOUSIE KD UNITS

**help free your warehouse space for  
greater efficiency and profits!**

The new 1954 Ualco Jalousie is available in completely assembled or KD UNITS . . . and jam-packed with new selling features!

The Ualco KD Unit saves on storage space and delivery costs; is easily assembled with only 8 screws; always goes together perfectly because it's precision-engineered and pre-assembled by Ualco Factory perfectionists!

**PLUS:** Integral fin completely surrounds window, takes brick fin and fin trim. • Available up to 10' 6"

high and 37" wide. Greater widths may be obtained by mullioning-on. • Weatherstripped with Koroseal.

• Heavy roto-gear operator is small and unobtrusive; turns effortlessly; secures louvers in any position for protection and 100% or controlled ventilation. • Glass louvers clip in place easily; provide unobscured vision!

Takes less space—makes more sales! The New 1954 Ualco Jalousie KD Unit is just what you need for a profitable 1954!

**THE UALCO  
COMPLETE LINE**

**World's Largest  
Manufacturer of  
Aluminum Windows**



**BASEMENT**



**PIVOTED**



**AWNING**



**PROJECTED**



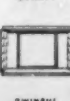
**HOPPER**



**CASEMENT**



**UTILITY**



**TWINBULB**



**DOUBLE  
HUNG**



**JALOUSIE**

**SOUTHERN SASH SALES & SUPPLY CO.  
SHEFFIELD, ALABAMA**

**SBS**

Gentlemen:

Please rush technical data and prices ( )  
Please have Sales Representative call ( )  
Please send Ualco Jalousie Display. Bill my  
account \$10.25 which will be deducted from  
my initial order ( )  
Please send Colorful Sales Literature ( )

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

**MAIL  
THIS  
COUPON  
NOW!**

**SOUTHERN SASH SALES & SUPPLY CO. • SHEFFIELD, ALABAMA**

### NEW UALCO JALOUSIE DOOR

Gets away with dark  
entrances. Provides  
maximum light, visi-  
bility and ventilation.  
New, 1954 Jalousie unit,  
with aluminum screen  
included, in West Coast  
unfinished 1 1/2" fir.



pay off the cost of the equipment as they save money from its use.

The three-way plan consists of (1) a time-payment plan, with payment of up to 25 per cent and up to 36 months to pay, with 4½ per cent interest; (2) a leasing plan, permitting users to pay rent, and (3) a lease-with-purchase option, with payment at the end of a rental period to give the lessee full title to the equipment he has been using.

### Architects in Boston

"Forces That Shape Architecture" will be the theme of the 86th annual convention of the American Institute of Architects in Boston, Mass., June 15-19, at the Statler Hotel. An estimated 2,000 architects and guests will visit Boston, a city famous both for its historic buildings and as a center of modern architectural thinking.

In seminars the American architects will assess these forces which

have so radically changed their profession during the past 50 years: modern technology; government building programs; developments in health, education and industry; new commercial patterns; the changing structure of the family, the community, and the city.

### Miami Erects Center for Building Industry

Selecting building materials will be even easier for residents of the Greater Miami, Fla., area next year after the completion of a new comprehensive architectural, engineering, and construction industries center.

To be known as the Du Pont Plaza Architectural and Construction Industries Center, it was inspired by the success of the Architect's Samples Bureau.

The Center will be located on property leased for 99 years, stra-

### Builds Prize Homes

A St. Louis, Mo., housing project is the first major speculative home development to feature the grand prize-winner in a design contest sponsored by Carrier Weathermaker air-conditioning units.

Melvin C. Glick, who has been building Weathermaker home projects for 18 months, announced that he would construct 150 of the prize-winning design-home in his Oak Estates project.

The design is featured in the April issue of *Living for Young Homemakers* magazine.

logically located in the heart of the downtown business district. An information bureau will assist visitors in locating exhibits they are most interested in. It will also include an architectural library, auditorium seating 750, offices, dining room, sun terrace, swimming pool, 150-room hotel, and similar conveniences.

## Trailer Takes Display of Aluminum Materials to Farmers

THE EDUCATIONAL EXHIBIT of the Reynolds Metals Co. is not a mere mobile display — it is a traveling workshop that is increasing interest in aluminum building products in rural communities, farms, and cities.

The trained demonstration crews who man the trailers have this memo before them constantly: "Rather than merely point out displays, show how our products and the applications of them can benefit users."

The results of these tours can not be measured accurately. But the increased business and interest in aluminum products in the wake of the trailers has convinced Reynolds officials that this idea is sound.

Over 100,000 people have viewed the miniature farmsteads, made modern with aluminum, in the Farm Institute trailer. One counter shows complete application details of aluminum roofing and accessories; another, building product samples and literature. Field representatives answer all questions.

The two photographs here show a broad view of the trailer and its "Educational Exhibit" and interested farmers about to enter the exhibit. A Do-It-Yourself display attracts attention outside just as visitors start to enter or when they come out. These shots were taken in Vernon, Tex., where the trailer had stopped under the sponsorship of William Cameron and Co.

Wholesalers and retailers sponsor and publicize the exhibit during tours through all 48 states. The Cameron distributors were sponsors in 33 Texas towns; Moncrief-Lenoir in 42 towns; Long-Bell Lumber Co.

in two towns, and the Galbraith-Steel and Supply and the Fort Worth Wholesale Co. in one town each. This total of 77 towns in Texas was

covered between February 5 and April 7.

The trailer is now swinging through northerly states.



## Profitable Business Awaits Aggressive Salesmen in Interim Era, Jobbers Told

A CALL FOR the return of old-fashioned, hard selling to combat the effects of a buyers' market marked by price-cutting and by-passing of normal channels of distribution was made to wholesale distributors of the Armstrong Cork Company line of lumber dealer products.

J. V. Jones, manager of the department and chairman of the two-day seventh annual meeting in Lancaster, Pa., told the some 300 wholesale distributors, Armstrong field men, and special guests, that "there isn't anything wrong with business facing today's severe competition that salesmanship won't cure."

"Nationally, the country's selling skills have gotten dull and we have tried to substitute price for salesmanship. When price competition is too severe, as it is in some quarters today, it will eventually solve itself because all business is conducted for profit. When price competition is too severe, profits are removed. Since business can not survive without profits, they eventually will be restored and things will settle back to normal again."

W. E. Hoadley, Armstrong economist, told the guests that "the potential for total residential construction, including repair and modernization work, seems entirely adequate to sustain the over-all homebuilding industry at a high level during the next few years. Certainly there is a real opportunity to bridge the gap between two booms."

Hoadley explained that he feels the nation faces another boom in the early '60s. "But there is no justification for complacency or unrestrained optimism. No one need remind us that competitive times have returned. Success is no longer guaranteed by rapidly expanding general boom conditions."

"The 'interim era' clearly is a period of challenge to business leadership to provide sound economic conditions between two booms. These broad changes, moreover, provide the backdrop against which the building industry will be making its own more specific adjustments to shifting demand conditions."

"In my opinion, a tremendous opportunity now exists for private initiative to maintain a high and healthy level of total residential construction by combining a historically good, but somewhat reduced, volume of new homebuilding with expanding work in the 'fix-up'—repair and modernization—field."

Citing the large number of small houses built since the war and the need of growing families for more space, Hoadley said that, in addition, sizable fix-up and enlargement needs are to be found in seven out of 10

homes across the nation. "The market includes 35 million homes which are neither very new or so badly dilapidated as to be beyond repair," he said. "Only a start has been made to correct the deterioration caused by wartime rent control."

"Success in the next few years," Hoadley said, "will depend upon:

"Having the right product in the line—'right' from the standpoint of quality and service and a product backed by strong national selling and advertising efforts.

"A thorough knowledge of changing market conditions.

"Adequate financial strength and proper credit policies.

"Close control over costs and constant attention to profits.

"Competent well-trained personnel at all levels.

"Confidence in the tremendous market opportunities in the building industry and underlying growth in the national economy."

### Jalousie Makers Join Up

The Jalousie Manufacturers of America, Inc., was organized by representatives of nearly 40 manufacturing companies in New York City recently. Committees on standards, ethics, and public relations have been named to improve relations between

manufacturers and dealers, and to promote the use of jalousie windows.

Officers of the new trade association, JALNA, include William J. Mathews, of Pro-Tect-U Jalousie Corp., president; Benjamin Catania, Nationwide Aluminum Products, Inc., vice-president; and Arthur Silverman, Union Machine Co., secretary.

### Ruberoid Names Managers for New 'Dixie' Division

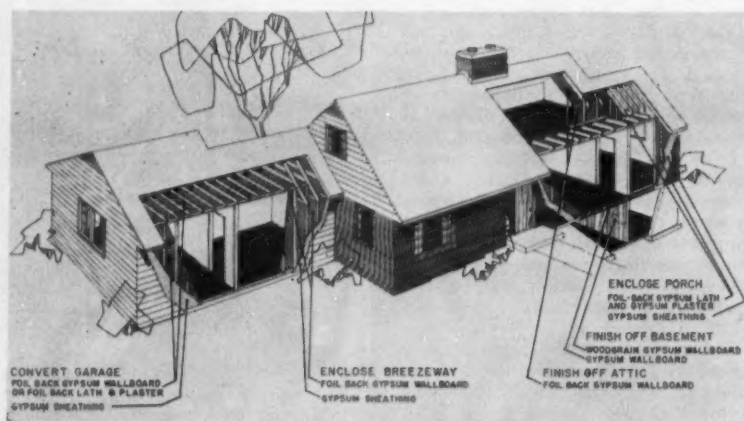
The Ruberoid Co. has appointed Francis V. Hickerson as plant-office manager and John E. Hall Jr. as district sales manager for its newly-acquired Dixie Roofing Mills Division at Savannah, Ga.

Hickerson was treasurer of the Dixie Asphalt Products Corp., which Ruberoid bought in March to expand its Southern production facilities. It now is operated as a division of Ruberoid.

Hickerson joined the Dixie asphalt firm in 1938, following 13 years of service with the Certain-teed Products Corp. He was educated in New Jersey.

Hall has been with Ruberoid since 1947—as southern Florida sales representative from Tampa headquarters since '49. An electrical engineering graduate of Tulane University, he previously worked for the Louisiana Power and Light Co.

The Ruberoid Co. now produces asphalt and asbestos building materials in 17 plants throughout the nation.



### 50 MILLION MAGAZINES 'PLUG' ROOM ADDITIONS

Assuming that the average home-owner spends \$1,000 for adding an extra room to his home, the dollar potential for these rooms is \$7,000,000,000. The Gypsum Association is going after this market with a nationwide Add-A-Room campaign, with assistance from financial institutions who help show how it can be done. This illustration, used in the promotional material, shows five ways to add a room, using gypsum products. Such suggestions will be featured in top-notch consumer and shelter magazines with over 50 million circulation, the association estimates.

So many ways to use...  this abundant ability wood



Weyerhaeuser 4-Square West Coast Hemlock paneling is clean and fresh in appearance—and requires practically no upkeep.



The deep shadow lines of Hemlock bevel and bungalow siding accentuate the long, low lines of modern homes.

# Weyerhaeuser 4-Square WEST COAST HEMLOCK

## The "Ability Wood"

There are several practical reasons why more and more dealers are stocking West Coast Hemlock. This species, thriving in the Northwest timberlands, is one of America's finest and most plentiful softwoods. Throughout the nation, it has gained a front rank building position because of its remarkable physical characteristics and the wide range of uses to which it is readily adapted.

Builders using Weyerhaeuser 4-Square West

Coast Hemlock bevel or bungalow siding prefer it because it is light and easy to cut and shape. It takes and holds paint well. For framing and sheathing, this lumber is strong and durable. Also, it takes nails readily—and holds them firmly.

West Coast Hemlock is known as the "Ability Wood" because of its dependable performance when employed for many uses—a few of which are framing, finish, ceiling, flooring, sheathing and siding.

Because Hemlock is such a remarkably versatile wood—because it is so abundant—and because it has a long record of successful service in a wide variety of uses, dealers find it an ideal species for fast-moving, profitable inventories.

Write for literature that will help you sell more Weyerhaeuser 4-Square West Coast Hemlock—the abundant "Ability Wood".

### PROPER PROCESSING OF HEMLOCK

●Through scientific logging, accurate sawing, controlled kiln seasoning, precision surfacing, proper grading, careful handling and shipping, Weyerhaeuser provides this abundant "Ability Wood" in a wide range of 4-Square West Coast Hemlock lumber products.

## Weyerhaeuser 4-Square LUMBER AND SERVICES

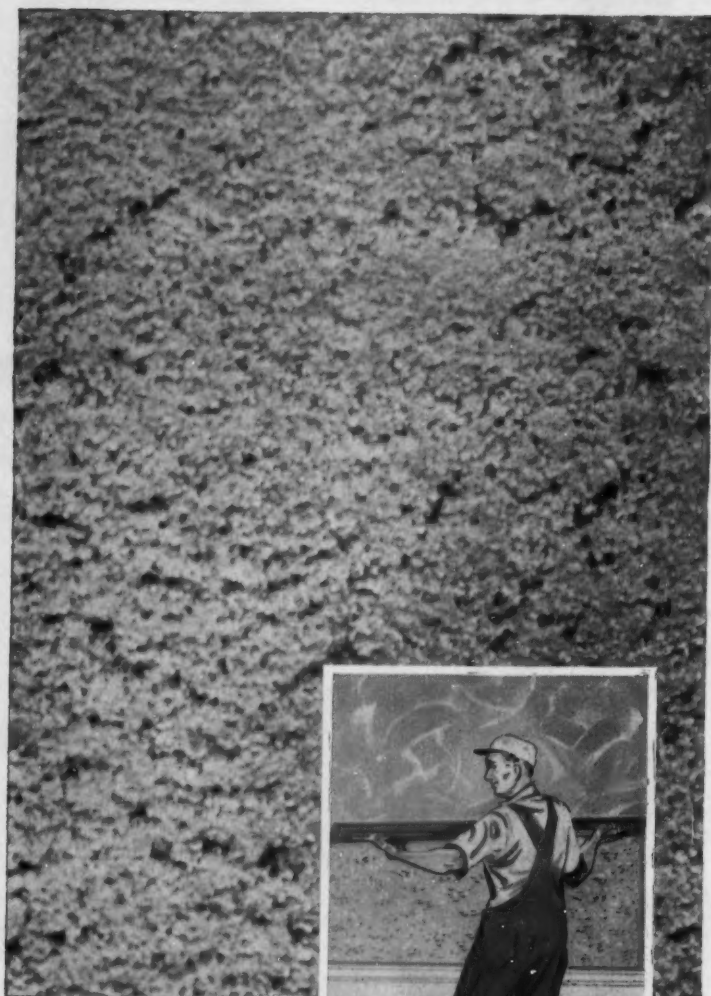
WEYERHAEUSER SALES CO., ST. PAUL 1, MINN.

EXPAND YOUR MARKET FOR HEMLOCK... THE ABUNDANT "ABILITY WOOD"

MAY, 1954 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



# about *Tensulate acoustical plaster*



Tensulate Acoustical Plaster is applied by the plastering contractor. Increase your sales of plaster products by stocking and promoting Tensulate Acoustical Plaster.

**Produces  
non-setting, white  
sound-absorbing  
finish**

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## Popularity of Precast Concrete Walls Told

PRE-CAST CONCRETE sandwich walls are rapidly gaining favor in the building field, the 50th anniversary convention of the American Concrete Institute recently was told by F. Thomas Collins, a California consulting engineer in Denver.

In his report on "Design and Fabrication of Precast Sandwich Panels," he pointed out that the real field for pre-cast concrete wall panel construction lies with the larger panels cast at the site and tilted up into position by crane, although most such panels to date in the United States have been factory-fabricated in relatively small panels.

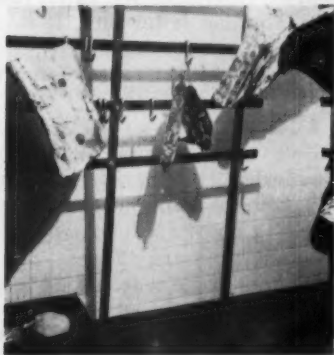
The pre-cast panels consists of two faces of relatively thin, high-strength, high-density materials (high-strength concrete faces), bonded to a core of relatively thick low-density material. The core material stabilizes the thin faces of high-strength concrete and provides a high stiffness factor for the combination by separating the faces. This combination, said Collins, produces a lighter, stronger wall; if the core material is a good insulator it also produces a more insulated wall.

The various types of sandwich ma-

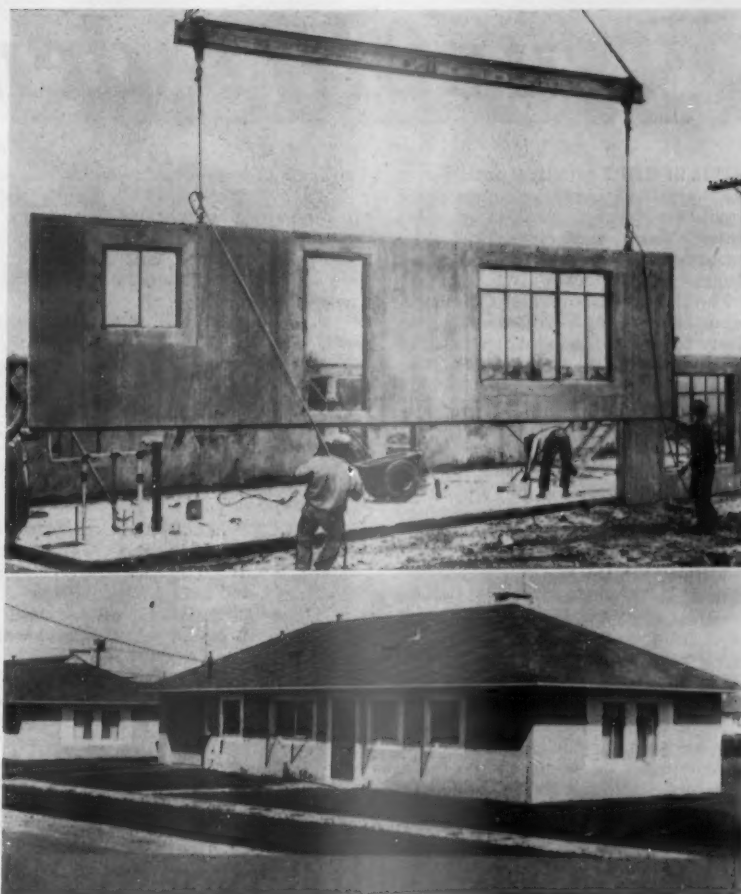
## Plastic Wall Tile Suits Freezer-Locker

About a year ago, an experimental test was conducted at the Jamestown Hotel, Jamestown, N. Y., with plastic wall tile. It was installed in a freezer-locker with the temperature controlled between 5 degrees below and 5 degrees above zero.

This Interlock tile was installed over moist cement walls, without shutting down locker operation.



Prior to the installation of plastic tile, the walls had been coated with coverings of other types, which proved unsatisfactory because they either flaked or peeled off. Now the manager has no maintenance problem.



## PROJECT HOUSES OF THE FUTURE?

What may be the forerunner of an economical type of project house that might be built throughout the nation is shown above. It is all concrete except the asphalt shingle roof.

These houses are made on a mass basis from wall-size pre-cast concrete units. They are prefabricated in re-usable concrete forms and erected by crane, as the top picture shows.

These houses are at Forrestal Village, a housing development at the Great Lakes Naval Training Station near Chicago, Ill.

The wall units were built as sandwiches, with 1.5-inch layers of foam-glass insulation between two layers of reinforced concrete.

materials used in concrete panels includes cellular glass insulation and plastic; foam concrete; compressed and treated wood fibers in cement; and light-weight concrete using vermiculite, perlite, pumice, and expanded slag and shale aggregates.

For the job-cast type of large tilt-up sandwich wall panel, Collins believes that the most economical and satisfactory filler material is light-weight concrete.

In comparing such a wall with that of regular concrete and common brick of the same insulation (U factor of 0.22 BTU per hour per foot per degree F.), Collins illustrated the advantage of sandwich construction. To achieve a U factor of 0.22, a regular concrete wall would have to be

35 inches thick; common brick, 15 inches; and a sandwich concrete panel using vermiculite concrete as the filler, 6 inches.

One-way concrete slab construction in which high-strength, galvanized corrugated steel is used for both forms and reinforcement was described by Bengt F. Friberg, St. Louis consulting engineer to the American Concrete Institute's 50th annual convention.

He emphasized that wood forming, a major part of the cost of concrete slab construction, may be mostly eliminated through use of corrugated steel forms that remain in place and serve as reinforcement in the slab, and, possibly, also as the ceiling surface.



# supply & demand



**WITH SPRING** bursting out all over the Southland, business picked up in April for lumber dealers in most states. Many were reporting sales running ahead of last year despite a sluggish first quarter.

The U. S. Department of Commerce reported that new construction activity for the three months was, after adjustment for seasonal factors, at an annual rate of \$36.1 billion—substantially greater than the \$34 billion forecast for 1954.

Residential awards for the Southeastern states were 15% greater than for the first quarter of '53, F. W. Dodge estimated. Total construction was up 37% for the quarter—mostly in heavy engineering projects.

With non-farm housing starts estimated at 97,000 in March, private housing starts were at an annual rate of 1,161,000 in March—about the same as a year ago and above the March rate in all previous years except record-setting 1950.

Nevertheless, due to a good supply of most popular grades and sizes and a soft-price situation at the mills, retailers continued cautious and kept their stocks lower than they were a year ago or at start of World War II.

**SOUTHERN PINE** producers were readying more sales promotion activi-

ties as orders for the week ended April 17 stood at 18.5% below the three-year average and actual production was down 7.08%. Many lumber mills were working on a day-to-day basis, with orders on a week-to-week basis.

Production and shipment of Northern pine and oak flooring were the only species outpacing 1953 records.

The freer flow of mortgage funds for VA homes—along with the tremendous market for home repairs and improvements—held considerable promise of greater volume for the aggressive factors in the industry.

**WHOLESALE PRICES** of lumber and wood products dipped slightly in March, with the index 0.2 under February and only 3.7 above June '50 at 116.6. The index for all commodities rose 0.1 over February, and was 10.4 above the June '50 level. The index for structural non-metallic minerals (stone, cement, etc.) was the same as for February but 14.8 above June '50.

Unlike some industries, notably the movie theaters, the manufacturers and distributors of appliances passed on the reduction in federal excise taxes.

**IN THE FACE** of greater compe-

tion for the consumer dollar with other durables—and with other building materials—increased promotion and production is counted on by many firms and groups to get more business. Officials predict that sales of Yale locks and hardware this year will reach an all-time high record.

The new Hardwood Plywood Institute is urging home-owners to create "A Room to Match Your Flush Doors" by installing hardwood-plywood wall paneling to match or contrast with their modern flush doors. Campaign kits for dealers contain window banner, ad mats, publicity releases, plan folder, self-mailers, envelope stuffers, HPI catalog, and full campaign instructions. Full facts are available from HPI, 600 S. Michigan Avenue, Chicago, Ill.

**THE MAN WHO** urged the lumber industry after World War I to switch from timber mining to timber cropping, and who in 1931 first used the term, tree-farm, has just received a certificate for his "Head of the Bay Tree Farm." He is Colonel W. B. Greeley, former U. S. chief forester and now chairman of the board of the American Forest Products Industries, Inc. His tree-farm is across Puget Sound from Seattle, Wash.

## HORSE-SENSE . . . Maybe

(Continued from page 25)

prices and elects to sell on a cash-carry basis, he certainly can sell goods at lower prices and the consumer has a right to expect a price advantage if he goes after an order and planks down the price. That's been true in several commodities, such as groceries and clothing, and it should be possible in durable goods.

Super-markets have taken over a good part of the business in these other lines, but independent retailers survive—and often thrive—because of the extra services and quality and friendship they deliver to their customers.

The trouble is simply that "the worm has turned." Supply has caught up with or begun to equal demand. The order-taking days are over. As a keen convention speaker recently observed, "the firm that does an honest job of merchandising will do all right this year."

The attitude of Carolina dealers concerning the wholesale dumping through a retail outlet by materials producers is in line with that considered by Georgia dealers at their recent convention (see page 52).

It all brings to mind the confessional speech by

the president of the National Assn. of Retail Druggists at their Chicago convention last fall, which was headlined by *Advertising Age* as follows: "Lazy Merchandising of Druggists Blamed for Sales Lost to Supermarkets."

Perhaps our readers who are being squeezed by the unconventional and unrealistic distribution practices of competitors can find some hope and solution to their problems in two views. First, the pointed observation of Thomas Jefferson: "It is a part of American character to consider nothing as desperate; to surmount every difficulty by resolution and contrivance."

The second view—a quotation from the Carolina dealer association bulletin of several months back:

"My competitors do more for me than my friends do; my friends are too polite to point out my weaknesses but my competitors go to great expense to advertise them. My competitors are efficient, diligent, and attentive; they make me search for ways to improve my products and services. My competitors would take my business away from me if they could; this keeps me alert to hold what I have. If I had no competitors I would be lazy, incompetent, inattentive; I need the discipline they enforce upon me. I salute my competitors; they have all been good to me. God bless them all."

—DONALD L. MOORE.





# washington NEWS

## Fidelity and Protection

Washington officials and observers were just as surprised as those across the land at the sudden dismissal of Guy Hollyday as commissioner of the Federal Housing Administration and the admission of alleged serious irregularities and abuses in the Title I FHA small property improvement insurance program and of evidence of illegal or unethical actions concerning the financing of private rental-housing projects under Section 608 of the Federal Housing Act from 1940 to 1950.

These developments slowed down the Senate Banking Committee in preparing the administration housing bill for action; caused the Senate Appropriations Committee to delay approval of funds for operation of the federal housing agencies; launched two Senate committees on investigations of the charges of irregular and questionable actions; changed key FHA officials and started an investigation within the agency and through the FBI.

HHFA Administrator Albert M. Cole appointed Norman P. Mason, well-known retail lumber dealer of Massachusetts, as acting FHA commissioner, and announced a program that:

1. Transferred jurisdiction of investigation of transactions involving possible criminal action from FHA to FBI.

2. Placed responsibility for determining lack of compliance with FHA regulations on part of FHA personnel or users of credit under Federal Housing Act to William F. McKenna, new deputy HHFA administrator.

3. Instituted "an intensive review of the organization, procedure, and working methods of FHA to determine changes which should be made to increase effectiveness in insuring the fidelity of transactions under the laws which it administers."

4. Called for changes in regulations covering the property improvement credit program which "investigation shows to be necessary to insure that home-owners receive the maximum of protection against any form of abuse."

Cole pointed out that changes in senior operating officials of FHA "does not necessarily imply the malfeasance or incompetence of those officials. However, if the evidence before us is correct, the FHA has obviously suffered from a progressive laxity which is incompatible with good government. In view of the number of complaints which have

been made by citizens in recent years, the small fraction which have been acted upon effectively is significant."

## Voices of Industry

After the administration broke the FHA charges of "scandals," H. R. Northup, executive vice-president of the National Retail Lumber Dealers Assn., reported that for several months NRLDA had been assisting FHA in tightening up its regulations "so as to prevent irresponsible individuals from defrauding the public by misusing FHA's Title I repair and maintenance program.

"Scores of retail building material dealers have complained about the illegitimate activities of itinerant individuals who invade their localities and mislead the public into signing exorbitant contracts.

"The Title I program, properly administered, is a thoroughly sound and desirable means of extending credit insurance to families who want to modernize and repair their homes and repay the cost over a period of time. It is our hope that the Title I program will be properly safeguarded so that its benefits can be enjoyed by all who need and merit them."

Speaking for the National Assn. of Home Builders, President Dick Hughes, of Pampa, Tex., pledged help to the Senate Banking Committee in uncovering parties involved in the alleged illegal actions, and then voiced this plea:

"While doing this job, I plead with this entire committee to do your utmost to reassure the American public that the FHA is a sound financing institution, deserving of public confidence; that the overwhelming bulk of its personnel are honest, hard-working people who have done a good job; and that the millions of houses the American people have attained through this insurance program are good values. At worst, the charges advanced have been estimated as covering only 0.1 per cent of FHA's mortgage insurance program."

Hughes went on to urge enactment of the housing legislation pending before the Senate. The Senate committee is expected to take up for consideration the House-passed housing bill as soon as it completes the first phase of its FHA investigation.

Restrictive limitations are now expected to be inserted in Title I remodeling and repair loans, in Section 207 rental housing, Section 213 cooperative housing, and maybe in Sections 220 and 221 for moderniza-

tion, slum rehabilitation, and low-income family housing. The last two are basic to the Eisenhower housing platform.

## Chamber Doings

Four of the 19 men elected to the board of directors of the U. S. Chamber of Commerce at its 42nd annual meeting are connected with the building industry. They include the acting FHA commissioner, Norman P. Mason from the first election district; Frank E. McCaslin, Oregon cement manufacturer, from the 9th district; Martin W. Watson, Kansas general contractor, for the Construction and Civic Development Committee, and Melvin H. Baker, National Gypsum Co. official, for manufacture.

A panel discussion on "Improving Communities and Broadening Construction Markets" at the chamber convention included NRLDA's Northup, HHFA's Jim Follin, a San Diego Chamber of Commerce manager, and a Florida realtor.

The national chamber has recommended to Congress that the income taxes of all individuals be cut uniformly 5 per cent; that Congress adopt a plan for a self-supporting, pay-as-you-go social security program to which all working people would contribute and from which all retired persons would receive benefits; and that national censuses of manufacturers, mineral industries, and distribution and service trades be made at the earliest possible time. Regarding the latter, the business group added that "economic intelligence was never more essential to a successful functioning of a competitive private enterprise."

## Government Competition

A new booklet published by the Economic Research Department of the U. S. Chamber of Commerce explains how competition from the government's business-type enterprises undercuts the new job-making machinery of the American economy and compels taxpayers to make good the government's losses.

Entitled "Government Competition: Problem and Perspective," this booklet observes that "circumstances of war and depression have gotten the national government into commercial and industrial-type activities. . . . A basic reason for not putting the government into business is the great difficulty experienced in getting the government out of that business when circumstances change."

# association activities

## Texans Set Records at Ft. Worth Convention

MEETING IN Fort Worth for their 68th annual convention, members of the Lumbermen's Association of Texas were witnesses of or parties to a series of phenomena recorded during the three-day period, April 11-13. These were:

1. More exhibitors than ever before — 158 — displayed their wares in the merchandising show at the convention.

2. For the first time in association history the three (half-day) business sessions were at least 95-per-cent panel presentations and discussions. Five panels were presented in the three sessions.

3. Rain, as important to the lumber and building supply field as to agriculture, descended in abundance over most of Texas and it was considered so important that reverent thanks were offered by S. M. Milstead, of Fort Worth, in the invocation that opened the convention.

4. Instead of having an adverse affect on attendance, rain seemed to stimulate interest, for registrations — not counted, but estimated on the basis of badges used — were in excess of 4,500. This is a new record for an association convention already es-

tablished as one of the nation's best drawing attractions for lumbermen.

Departure to the nearly 100-per-cent panel-type convention was a result of previously successful panels. Never before, however, had the association laid so much emphasis on panels, with only one formal address on the program. This was "Hoo-Hoo and Its Place in Today's Picture," by John B. Egan, Snark of the Universe, of St. Paul, Minn.

Thirty minutes of the first business session were devoted to formal business, including a brief, informal report by President John Armstrong, of San Angelo, and the report of a nominating committee headed by Warren F. Keys, past-president of Marshall.

This report resulted in the election of 11 new members of the board of directors, to serve with 34 holdovers. These 45 directors with 15 past-presidents who are directors for life, gathered for lunch three hours later at the Western Hills Motel and chose a successor for President Armstrong. He is H. L. Richards, president of the Richards and Krueger Co. of New Braunfels, formerly first vice-president.

W. H. Curry, of the W. F. and J. F. Barnes Lumber Co. of Waco, was advanced to first vice-president and P. J. Goodnight, of Buell and Co., Dallas, was selected from the board members to serve as second vice-president.

W. B. Carssow, association attorney from Austin, was re-elected third vice-president. D. G. McNair, of the Temple Lumber Co. of Houston, is the new treasurer and A. B. Cover, of the Seguin Lumber Co., is the new sergeant-at-arms.

Re-elected were Gene Ebersole, executive vice-president; Vincent Ogletree, secretary, and Jack Dionne, honorary secretary.

The 11 new directors are: Roy Campbell Jr., Campbell Lumber Co., and Horace Cox Jr., Cox Lumber Co., both of San Antonio; John Darnell, Central Lumber Co., Dallas; Joe B. Frey, Clay Building Materials Co., Stephenville; Tom Keeler, Temple Lumber Co., Paris; W. H. Peterson Jr., Peterson Lumber Co., El Paso; Leroy Roberts, Nueces Lumber Co., Corpus Christi; J. Taylor, Dimmitt Supply Co., Carrizo Springs; V. W. Uher, Uher Lumber Co., Galveston; R. E. Walker Jr., Martin Lumber



New officers of the Lumbermen's Assn. of Texas are seen above with the retiring president—all smiles over the records made in attendance and interest at the Fort Worth convention.

Seated, left to right: P. J. Goodnight, Dallas, second vice-president; Harvey L. Richards, New Braunfels, presi-

dent; John Armstrong, San Angelo, immediate past-president, and W. H. Curry, Waco, first vice-president.

Standing, from left, are Gene Ebersole, Houston, executive vice-president; W. B. Carssow, Austin, third vice-president, and D. G. McNair, Houston, treasurer. Vincent Ogletree is secretary.

Corp., Port Arthur; James M. Wilcox Jr., Wilcox Lumber Co., Dallas.

Both the merchandise show and convention sessions were accommodated by the sumptuous Will Rogers Coliseum in Fort Worth, and panels operated concurrently within the sound of one another. Panels were conducted on:

**Salesmanship** — Moderator Phil Creden, public relations director, Edward Hines Lumber Co., Chicago. Members and subjects: "Building Consumer Traffic," Al Carr, "The House Doctor," Al Carr Lumber Co., Ponca City, Okla.; "Store and Sales Room Improvement," Chesley Grogan, Grogan Supply Co., Atlanta, Texas; "Do-It-Yourself Market," Donald R. Brann, Easi-Bild Pattern Co., Pleasantville, N. Y.; "What to Invest in Advertising and How," Robert Aylin, Aylin Advertising Agency, Houston.

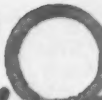
**Employee Relations** — Moderator Gene Klein, Star Lumber Co., Amarillo. Members and subjects: "Sales and Employee Compensation," Mark Hailey, Forrest Lumber Co., Lubbock; "Motivation and Incentive Plans," Ed Taylor, Taylor Lumber Co., Houston; "Measuring Personnel Improvement," W. H. Curry, W. F. and J. F. Barnes Lumber Co., Waco; "Getting More Productivity," Horace Scott, Scott Lumber Co., Amarillo.

**Yard Efficiency and Controls** — Moderator Ralph Campbell, Johnson-Campbell Lumber Co., Fort Worth. Members and subjects: "Materials Handling," William J. Salmon, *Building Supply News*, Chicago; "Expense and Profit Controls," Lionel L. Campbell, Bruce Campbell and Son Lumber Co., Temple; "The Estimating Problem," Arch Blanton, Wm. Cameron and Co., Fort Worth; "Significance of Operating Ratios," John Moss, Armstrong Brothers Lumber Co., San Angelo.

**Management Problems** — Moderator P. J. Goodnight, Buell and Co., Dallas. Members and subjects: "How to Organize Sales Meetings," Samson Wiener, Wiener Lumber Co., Dallas; "Training in Salesmanship," H. L. Richards, Richards and Krueger Co., New Braunfels. "How to Train on the Job," Lester Palmer, Calcasieu Lumber Co., Austin; "Management, Self-Improvement and Replacement," Latane Temple, Southern Pine Lumber Co., Diboll.

**Open-End Mortgages** — Moderator Arthur S. Goldman, director marketing research, *House and Home* magazine, New York. Members of the panel, which was an open discussion throughout, were: William Prather, U. S. Savings and Loan League, Chicago; E. Y. Boynton, counsel, Wm. Cameron and Co., Waco; W. B. Carssow, counsel, Lumbermen's Assn. of Texas, Austin; Judge Byron Saunders, Texas Insurance Commission.

In addition to the single speaking spot on the program reserved for

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## SI-VEL (PATENT APPLIED FOR) SPRINGS

Here's a new exclusive feature for Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance!

Counterbalancing springs are Si-Vel processed and coated to eliminate all noises.

A velvet-like finish, actually baked on the galvanized steel springs, assures absolutely silent opening and closing of wood windows. It's the most important window equipment development since the one-piece jamb member...

another Zegers "first"! Get complete information on this remarkable innovation now! Builders, see your Lumber Dealer;—Lumber Dealers, see your Sash and Door Jobber or Millwork Manufacturer.



## ZEGERS

*Dura-seal*  
COMBINATION  
METAL WEATHERSTRIP  
SASH BALANCE

Dura-seal provides both complete weather protection and "finger-tip" window operation. The jamb member is made as one piece and its concave back surface is flexible, maintaining a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

ZEGERS INCORPORATED



Dura-seal provides visual and operating features that help sell homes faster! For complete information see our folder in Sweet's File.

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Snark of the Universe Egan, Hoo-Hoo had a prominent part in the convention with the usual concatenation and stag party. "Kittens," uniformly dressed in white coveralls, sat through Egan's address on the front row of the auditorium, then gathered at a downtown hotel for initiation ceremonies.

Since there was not then a full-fledged chapter in Fort Worth, the "concat" was conducted by Houston Club No. 23 and officers thereof, including Roy S. Cummings, "Kon

Katers"; M. R. Erwin, state deputy snark; R. H. Thweatt, vicegerent snark; Kenneth C. Manning, president, and W. A. Russell, chairman.

Mass entertainment features and special entertainment for attending ladies were arranged by a general committee headed by W. B. Henderson, general chairman, with Mrs. E. B. Ingram as chairwoman for ladies activities. Hundreds of Fort Worth men and women worked on or with one of the 11 convention committees.

## Well-Rounded Dixie Economy Can Stand Economic Stress, Georgians Hear

"THE SOUTHEAST has a well-rounded economy so that an economic recession would not affect us as much as some other parts," Dr. Thomas R. Atkinson told over 300 members and guests attending the annual convention of the Building Material Merchants of Georgia in Savannah, April 19-21.

The financial economist for the Federal Reserve Bank of Atlanta also pointed out that this section of the country has a higher proportion of price-supported crops, which should brighten the economic outlook.

With slides showing charts of changes in income and expenditures, Dr. Atkinson explained how the drop in income shortly before 1950 had little effect on the general increase in spending. Savings are much higher today and will probably cushion the effects of future income drops.

Speaking specifically of the retail lumber industry, he declared a definite trend toward greater dependency on the wholesaler to carry inventory stocks. He concluded with the thought that 1954 may be the best year since 1950 and reminded his audience that Federal programs to ward off recession are being carried out through the building industry.

W. S. (Red) Sexton, president of the Tennessee Building Material Assn. and of the City Lumber Co. in Knoxville, pictured a bright future for the dealer who strives to maintain a high net profit despite declining gross sales. He suggested a close check on turnover of groups of materials to determine buying policy. In connection with Sexton's evaluation of the annual Tennessee cost-of-operating survey, Counselor Joe Rowell announced that the University of Tennessee would conduct a similar survey of Georgia dealers.

Rowell led a round-table discussion on rules of ethical conduct, with written questions handed up by the audience. Paul Patton and George Currie represented wholesale suppliers; Lester Forbes, manufacturers, and Charles Peek, Charles Culbreath,

and John Bondurant the retailers in answering questions.

This discussion resulted in a resolution, adopted at the close of the convention:

"Recognizing the functions of the manufacturers and wholesalers in the production and distribution of building materials, we retailers maintain that our essential function in distribution should be recognized reciprocally and honored by them. We realize that any individual has the right to buy or sell materials on whatever terms he can obtain. But the overhead costs of operating a building supply reservoir or headquarters for the local community make it necessary for our function to be respected and our continuing services as a local source of supply to be rewarded. Therefore, we are

obligated to favor and patronize those manufacturers and wholesalers of materials whose distribution policies permit us to serve in this proven way."

Mrs. Marie Bennett, secretary-treasurer of the Florida Lumber and Millwork Assn., told of her association's reciprocal insurance exchange, which will take care of all insurance needs of the dealer, including even automobile risks, for some 25 per cent less than a commercial insurance agent.

W. T. Spencer, NRLDA executive committee member and dealer from Gastonia, N. C., spoke on "Meeting Today's Challenge." Briefly he reviewed changes that have come in the lumber industry since before World War I. He predicted that in five years, there will be more women customers in lumber yards than men.

The Lu-Re-Co panel system of construction was explained by Phil Creden, Edward Hines Lumber Co., Chicago; R. A. Jones, architect for the Small Homes Council in Urbana, Ill., and Roy Winters, National Plan Service president.

Oertell Collins, Savannah, continues as national dealer-director and Joe Rowell as counselor for the Georgia dealer organization.

Four new directors elected to the board include Hugh Campbell, Montezuma; Charles Mikell, Savannah; Charles Culbreath, Albany, and E. B. Mackey, Dublin.

Two movies were shown: "Future of America," giving statistics on rises in living standards, and "Coming Out of the Woods," showing research of the Timber Engineering Co.



The gavel that incoming President Allen Johnson Sr., of Albany, holds with his wife, above, was made by their son, Allen Jr. It was presented last October to the Building Material Merchants of Georgia by Mrs. Johnson, for use by President W. O. McNair. Persuaded after arrival at the Savannah convention to accept the presidency for 1954, Johnson will use the gavel. With the Johnsons are Vice-President Charles Peek and his wife, Mary, of Cedartown. James Flowers, of East Point, is treasurer.

# BIRD

## Shingles & Sidings



### NEVER BEFORE — COLORS LIKE THESE TO HELP YOU SELL!

BIRD Master-Bilt shingles have a range of *Rainbow Colors* the like of which you've never seen . . . from smart, brilliant colors to delicate pastels.

Today, that is very important to you, since the modern low roofline has created an ever-increasing interest in color roofing.

Every day, more and more builders are using BIRD's colorful roofs to help sell homes . . . and more and more people are demanding Master-Bilt's beautiful *Rainbow Colors* for re-roofing. Both know that for thick-butt construction and top durability as well as for superior color beauty—it's the BIRD Master-Bilt.

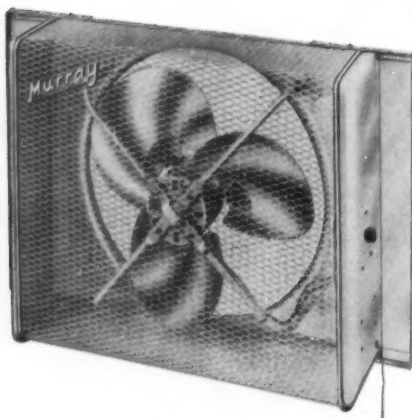
*Ask your distributor for further details — or write  
BIRD & SON, inc., Dept. SB-5, East Walpole, Massachusetts.*



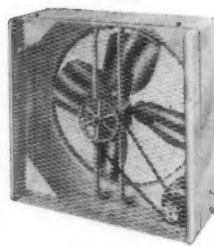
QUALITY PRODUCTS SINCE 1795

EAST WALPOLE, MASS., NEW YORK, N. Y., CHICAGO, ILL., SHREVEPORT, LA.

Murray 20" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



Murray 30" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



# Murray

*Kans*

offer dealers even more in 1954

✓

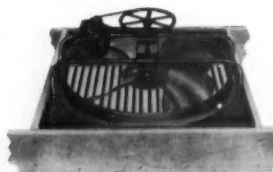
The '54 fan season promises to be the biggest in ventilating history. More people are "ventilating-conscious", "ventilating-anxious" than ever before.

The '54 Murray line is even more complete, offering a type of attic or window fan to fit every home, every pocketbook.

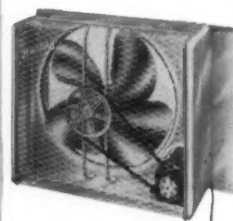
Murray's '54 advertising campaign is geared to make even more of your "ventilating-conscious", customers "Murray-anxious".

The '54 Murray line offers dealers even greater sales volume, even higher profits, even more satisfaction than ever before.

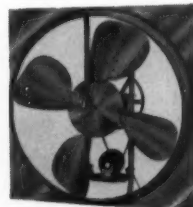
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Vertical Discharge



Murray 24" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



Murray Attic and  
Industrial Fans  
Horizontal Discharge



Murray 16" Window Fan  
Portable room-to-room

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## Murray

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## Floridians Hear of Bright Future for 'Packaged Service'

RETAIL LUMBER DEALERS should take a leaf from the success books of the automobile and clothing industries, if they would cash in on the residential maintenance market, members of the Florida Lumber and Millwork Assn. were urged at their April convention in Jacksonville by Ed Gavin, editor of *American Builder*.

"Clothing maintenance is superb in America, but housing maintenance stinks," Gavin declared. Since "the retail dealer is the only man to do the modernization and maintenance job on houses, he should become enterprising and aggressive in serving this colossal market."

The wiry editor said that in every thorough test of distribution, the retail dealer has been found to be "the most effective means of moving materials from factory to consumer. Large and small operative builders have been shown 'the myth of direct buying'."

Dealers should adopt the Lu-Re-Co system of fabricating residential panels and beat the prefabricator at his own game in supplying low-cost homes, Gavin recommended. He predicted the start of 1,000,000 housing units a year until 1960—and 1.5 million annually for the next 20 years, due to the "coming of age" of children born after World War II.

Dealer experiences in solving common problems economically or profitably were presented in a new manner for the lumber industry Saturday morning, when Industrial Management Consultant John W. Mock presented a lively 90-minute session entitled "What Would You Do?"

With six Jacksonville dealers and

a woman office secretary enacting the scenes, these eight Florida dealer problems were dramatized and then the dealer and supplier audience were called on to solve them: employee stealing and pilferage; repair jobs misfiring because of disgruntled customers and poor contractors; meeting prefabricator competition; rush house-job sales on credit; house to house selling; manipulation of price-cutting bids by contractors; making specialty sales in competition with applicators; trimming storage and handling costs with mechanical equipment.

The advantages and procedures of the new Florida Building Material Insurance Exchange of the dealer association were detailed by R. Y. Matheny, attorney-in-fact. The new agency was described as "a reciprocal insurance exchange, organized under Florida law and licensed by the Florida insurance department to issue insurance policies to its subscribers or members."

The exchange was organized last fall and took over the workmen's compensation insurance accounts of the Self-Insurers Fund. The new exchange began on March 1 writing these types of insurance for the Florida association dealers: workmen's compensation; fire, extended coverage and sprinkler leakage; comprehensive automobile, including liability and physical damage, and general liability insurance.

Matheny traced the 1950 start of the Florida Building Material Dealers Workmen's Compensation Fund and the defeat of legislative effort last year to discontinue self-insuring

companies. He predicted substantial savings for association members who make use of this new "captive reciprocal insurance exchange."

The merits of the use and sale of water-repellent preservatives in the lumber and millwork industry were analyzed by G. G. Garlick with the aid of picture slides. The director of research for the Protection Products Manufacturing Co. in Kalamazoo, Mich., stressed the "contented customer" performance and durability of treated wood products.

Special millwork manufacturers made plans in a separate meeting for participation in the new Architectural Woodwork Institute of America. M. D. Ebert, board member and president of the Southern Woodwork Assn., explained its program and purposes.

Ways dealers can use the new Quarterly Merchandising Calendars and Operating Guide were explained by Everett B. Wilson, public relations director of the National Retail Lumber Dealers Assn., Washington. He announced plans for the National Lumber Dealers Exposition to be held by NRLDA in New York City, October 2-10.

In discussing latest developments in VA home loans, Tom David, Jacksonville area VA director, decried the shoddy quality of certain materials and construction presented for loans and urged the dealers to devote "more interest and effort to real value" in VA-guaranteed homes. He said they should appeal to their local banks to invest money in their own community, especially in loans on farm and other rural homes.



"What Would You Do?" That was the title of a lively dramatized discussion of dealer problems and answers at the Florida convention. It was written and moderated by John W. Mock, Evanston, Ill., industrial management specialist, seen in blue suit at left, above.

Narrator was Ed Gavin, editor of *AMERICAN BUILDER*, standing behind the rostrum. He also made



an optimistic forecast at the start of the convention.

Principals in one of the problem skits—that on unproductive salesmen—are shown at right. Left to right, they include James Holmes, R. S. Freeman, W. M. Mason Jr., R. D. Morris, and Robert Howard, all Jacksonville dealers. Other performers included Miss Marjorie Keenan and Bob Crabtree.

President B. Frank Edwards and Secretary Marie Bennett accounted for a busy year of service and activity at the opening session, including participation in the Southeastern dealer convention and exposition in Atlanta.

R. C. Tylander, of West Palm Beach, was chosen as new president. D. C. Dawkins Jr., of Jacksonville, became the first vice-president, and H. Gray Eckles, of St. Petersburg, was elected second v. p.

New members of the board of directors include R. S. Freeman, Jacksonville; Howard Osteen, Cocoa; George Lainhart, West Palm Beach; W. R. Martin, Hialeah; Edward R. Culp, Tampa, and W. M. Handley, Orlando. B. F. Edwards is the new director-at-large.

Mark Fleishel, of Tampa, replaced the late Tom B. Wait as associate director from the jobbers. Jacksonville's J. E. Crosby continues to represent the manufacturers, and M. D. Ebert, of Fort Lauderdale, the wholesalers. Panama City's Forace Holland remains dealer-director to NRLDA.

Approximately 400 dealers, their associates, suppliers, and guests attended this Florida convention.



"Like father, like son" resulted from the election of officers at the recent Jacksonville convention of the Florida Lumber and Millwork Assn., for Ray Tylander was elected president—the office twice held by his father, W. E. Tylander, of Fort Pierce. Father congratulates son in the picture above, as other new officers admire their family success.

Flanking Mrs. Marie Bennett, secretary-treasurer, at right are Dewitt C. Dawkins Jr., of Jacksonville, and H. Gray Eckles, of St. Petersburg, the vice-presidents.

As president of the dealer group, both when it was started (1920-24) and again in 1945-46, the senior Tylander was presented a handsome past-president's plaque for his office wall. So were six other past-presidents on hand for this 34th annual meeting.

## Arkansans Honor Past-Presidents on Group's 50th Birthday

PAST PRESIDENTS, living and deceased, were honored, and gold plaques were presented to all 33 living past presidents by the Arkansas Association of Lumber Dealers at its 50th annual convention, April 7-8, at the Marion Hotel in Little Rock.

W. H. Gove, of the Minnesota Mining and Manufacturing Co., St. Paul, Minn., told his listeners how to be better salesmen. "The day of the hard-driving, bluffing salesman is gone. Today's successful salesman must be a good listener."

Good service is the backbone of

modern salesmanship, he insisted. "When a customer can buy from another dealer and get the same merchandise and the same prices, the personal element or service makes the difference. You don't sell an item. You sell what that item can do."

The Do-It-Yourself trend was outlined by R. E. Anderson, of the Douglas Fir Plywood Association, Tacoma, Wash. He said that dealers who have set up special programs to help home-owners in a variety of projects need not fear that they are

offending contractors in various fields. "When the average householder attempts to keep up with the Jones by improving his home, he runs into many things that he cannot do himself, and passes the jobs on to the contractor."

Anderson stressed the fact that training in the armed forces has taught thousands of men and women to attempt a variety of new jobs about the house. "It makes sense to devote a small part of the store to the Do-It-Yourself customer."

He said the dealer should urge builders to bring home-owners to the lumber dealer to see what can be done to improve the new home at a later date. Urging dealers to promote the correct use of tools among householders, Anderson suggested special package sets of basic tools. He recommended that women customers be taught how to select saws and hammers and how to use them.

Fred S. Stephenson, president of the Stephenson-Browne Lbr. Co. in Chickasha, Okla., and past-president of the Southwestern Lumbermen's Assn., said that when a dealer finds his volume down and his profit off, management holds the answer to the problem. He urged that books be balanced at the end of each day, citing a dealer who uses special forms for this.

Stephenson warned dealers to beware of incompetent contractors who



The Arkansas Assn. of Lumber Dealers celebrated their golden (50th) anniversary at the recent convention in Little Rock. Here, Byron Howlett, left, of Monticello, the retiring president looks over the program with his successor, President Robert R. Stair, of Little Rock.



*this picture  
demonstrates  
3 ways  
heat escapes  
from a house*

## Johns-Manville Spintex Insulation prevents heat escaping all 3 ways

Tomorrow at breakfast, let your coffee and a lighted match show you how Johns-Manville Spintex insulation can keep heat from moving out of a home.

Only this type insulation properly applied prevents heat escaping all 3 ways.

### ● *by conduction:*

Notice how quickly the handle of your spoon warms up. Fast-moving molecules in the hot coffee kick into action the slowed down molecules of a cold silver spoon. In this same way, furnace heat kicks its way out through uninsulated or poorly insulated walls and ceilings.

### ● *by convection:*

When you light a match for your cigarette, notice that the flame is pulled straight up by rising heat. Heat behaves the same way in a house with uninsulated walls and moves to the colder surfaces where it finds ready exit to outdoors. Drafts result.

### ● *by radiation:*

Now sip your coffee. Notice it has cooled perceptibly in a short time. What happened to the heat? Most of it propelled itself out into the air, will continue to radiate in all directions unless it is stopped by efficient insulation.



## Here's why J-M Spintex Batts and Blankets are superior:

1. Made of the new long fibre Spun Rock Wool originally developed by Johns-Manville.
2. This long fibre spun wool plus J-M "Know How" results in a better batt or blanket than ever before produced.
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5. Easy to install. They hold their shape. Rigid yet resilient characteristics assure easier handling, quicker installation.
6. Backed by Johns-Manville's years of experience in developing insulations for home and industry.

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# Johns-Manville



force the dealer to take all the risks of estimating and itemizing lists of materials. "These off-brand contractors take the dealer's itemized lists to competitors, seeking cut prices, thus setting one yard against another."

He cited one successful dealer who refuses to give an itemized list that he has prepared himself. If the contractor brings in his own list, it is returned with prices. Otherwise, the contractor is given only an over-all estimate.

Another dealer refuses to give this estimate of materials unless he has a conference with the owner. If the owner comes in with the contractor, Stephenson said, chances of a sale are 50 per cent better.

"Mortgage Money" was discussed by Thomas P. Coogan, president of Housing Securities, Inc., New York City. He pointed out that the demand for houses in the \$12,000 to \$18,000 bracket has been fairly well satisfied. The demand for housing now has changed to the minority group, which has moved up to the middle-income bracket, creating a vast need for homes in the \$7,500 group.

Houses for Negro people in this group are not available, chiefly because financing is not available, Coogan explained. "Facilities for financing small houses in small or remote communities do not exist. This holds good even in small New York communities. No one wants to take the loan."

New officers of the Arkansas Assn. of Lumber Dealers include Robert R. Stair, Little Rock, president; Frank Moore, Newport, first vice-president; Peter Hiegel, Conway, second vice-president; Reed Gam-

## U. S. Cooperation, Tolerance Essential to World Peace, Mississippians Told

THE NECESSITY for international cooperation and tolerance on the part of all Americans was underlined by three top-flight platform speakers at the 28th annual convention of the Mississippi Retail Lumber Dealers Assn. in Biloxi, April 5-6.

Charles M. Hanna, Chicago labor-management consultant, challenged the Mississippi businessmen in a buffet supper speech to fulfill "the American way of life—of living by free will," in our democracy where "government is by choice operating collaterally with private business, with the Creator and the people above both."

With charts and drawings, he compared and contrasted the American form of democratic government with those of feudal (royal) government and communistic government. He explained how the people in the latter two forms were living by permission, and that such governments were of "men organized to sell protection to

the inhabitants of a limited area at monopolistic prices."

Despite the dangers of A and H bombs, Hanna asserted, what is needed by Americans now is "a war of ideas" to enact and execute democratic government around the world.

George A. Bowie, an author-lecturer representing the Firestone Tire and Rubber Co., described a recent tour of Europe, when he examined the attitude of different peoples there toward the United States. He said that the Italians and French aren't nearly as frightened over the prospects of attack by the Russian communists as are Americans. He belittled American disdain of European habits and customs, comparing the differences with those as being in some ways as great as those among members of American families or neighborhood inhabitants.

Impersonating an English aristocratic author on a book-writing tour of this country, Art Briesie at the second luncheon session chided the Mississippians for "the sabotage of British royalty by American women." But he got serious in criticizing the waste of food and luxurious living of Americans in comparison with the austere Englishmen.

Briesie praised the assembly of dealers for taking advantage of collaboration and cooperation through association with competitors at the convention. He urged them to take notes of ideas they can put into their "tool chest of stored ideas" for

mill, Camden, third vice-president.

Officers retained: E. DeMatt Henderson, secretary, and A. C. Davidson, treasurer, both of Little Rock.

New members of the board-of-directors are Joe Kaufman, Little Rock; James O. Shannon, Jonesboro; H. W. Finkbeiner, Benton; Ralph M. Williams, Arkadelphia; Tom Johnson, McGehee; David Fontaine, Fort Smith.



New officers of the Mississippi Retail Lumber Dealers Assn. started early making plans for another good convention at Biloxi, as the photo at left shows. The front row includes, from left, President Sam Simmons, Grenada; Secretary-Treasurer E. B. Lemmons, Jackson; First Vice-President Percy Graves, Batesville, and Second Vice-President A. S. Gilbert Jr., of Yazoo City.



Four of the new directors look on from the rear. From left, they are Murphy Thomas, Tupelo; H. S. Prosser and Thad Simmons, both of McComb, and C. S. Weir, Jackson.

In picture at right, Mrs. T. A. Higdon, of Forest, proudly points to the inscription of appreciation on the silver tray for her husband's service as president of the association. Presentation was by Secretary Ted Lemmons, right.

What do you think of when you hear the word *medical*?  
 ... Your family doctor? Your local hospital?  
 Miracles of modern surgery? The impressive procession  
 of new life-saving drugs?

Whatever comes to mind, remember this: no matter how  
 specialized the various branches of medicine may be,  
 they must all depend on one single source of manpower—  
 America's compact network of 79 medical schools.

These schools constitute the fountainhead of all medical  
 services. Without their graduates, no hospital, no medical  
 research laboratory, no health agency could function.

Right now, the medical schools need your help. They  
 need it urgently. They need it to provide enough doctors for  
 our growing population and our military services, to  
 maintain our unparalleled medical progress. Because  
 medical education is of such vital importance to  
 every American, more and more businessmen are coming  
 to regard it for what it truly is ... one of our great  
 national resources, like the Red Cross, Community Chest  
 and other essential public service agencies.

Let us tell you how you can help. Write for more details  
 on the medical schools' needs, and how your firm can  
 contribute to the solution of this serious national problem.

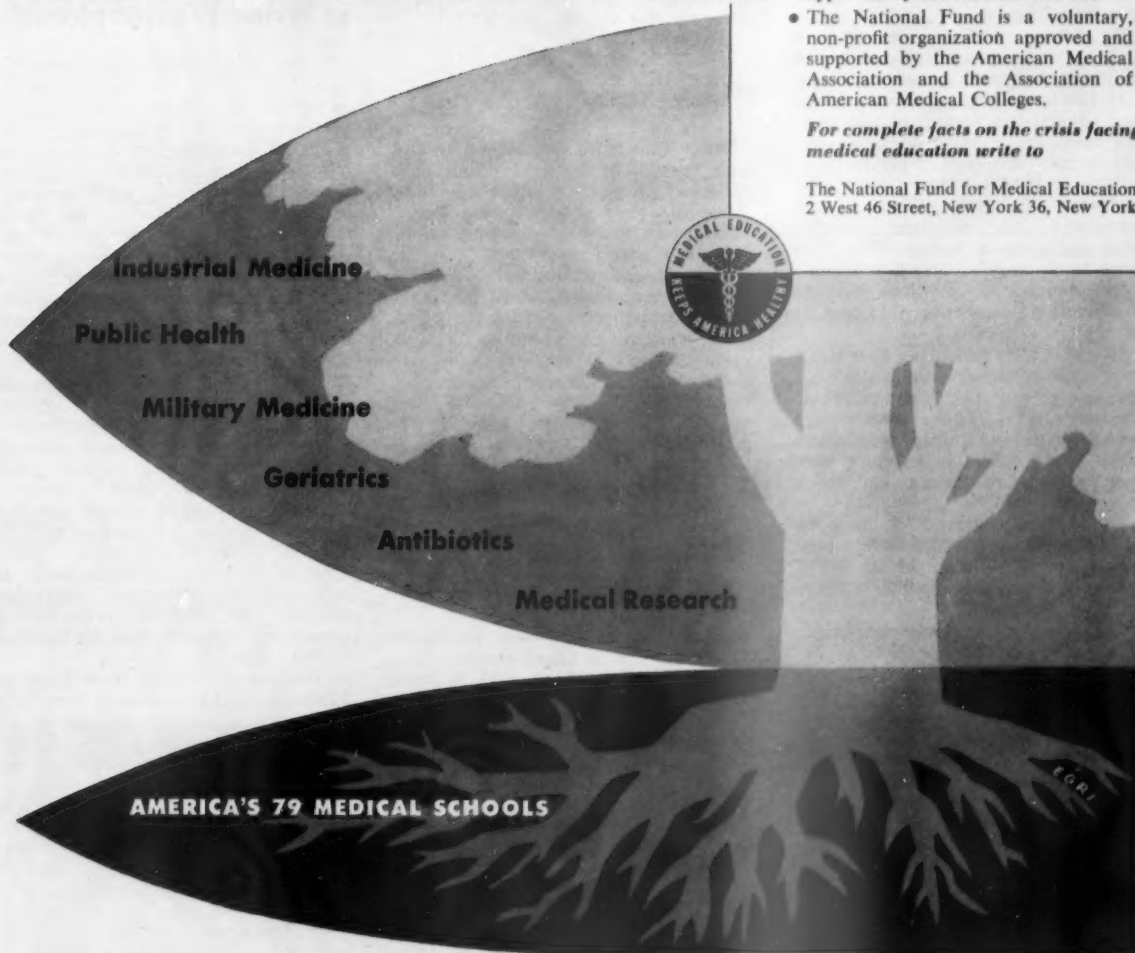
## FACTS YOU SHOULD KNOW ABOUT MEDICAL EDUCATION

- There are only 79 accredited medical schools in the United States.
- They train 82,000 undergraduates, specialists and technicians and graduate 6,500 doctors annually.
- It costs from \$10,000 to \$12,000 to train a doctor today.
- Tuition fees, raised 84% over 1940, cover less than 20% of the cost.
- In the past decade medical teaching budgets have risen 143%; administration and plant operation 150%.
- The medical schools need \$10,000,000 annually in additional income to maintain present standards and train the necessary number of doctors required for America's growing population.
- *ALL* 79 medical schools can be aided by a *single* gift to the National Fund for Medical Education.
- Contributions are distributed through annual grants according to a schedule approved by the medical schools.
- The National Fund is a voluntary, non-profit organization approved and supported by the American Medical Association and the Association of American Medical Colleges.

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 2 West 46 Street, New York 36, New York

**without the roots there can be no tree**



gradual application in their businesses back home.

Three other speakers and a panel of dealers sprinkled ideas for greater sales and service and profits for the retailers' "tool chests." These speakers included Frederick W. Schweiser, sales development director for the Armstrong Cork Co.; Gerry F. Hoppe, Insulite sales promotion director, and Edward H. Libbey, secretary of the National Retail Lumber Dealers Assn.

Libbey described the merchandising aids developed by the national organization for local dealers. He reported the status of legislation affecting the industry that is "in the mill" of Congress.

Hoppe forecast "10 years of good business" for the dealers who are curious and capitalize on the curiosity of their customers in the modernization of old homes and the improvement of newer ones. He urged the dealers to use related selling and installment credit, with enthusiasm, to maintain sales volume this year.

Schweiser used colored cartoon slides on the "Development of the Modern Lumber Dealer" to emphasize the repair and improvement market. He declared that 50 million homes now need at least one repair or remodeling job.

He described these factors in a dealer getting a profitable share of this "fix-up trade": convenient location, ample parking, continuous "end use" advertising, staging of consumer how-to-do-it clinics or "open houses," and compact displays of products.

With Donald L. Moore, editor of *Southern Building Supplies*, as moderator, five retailers reported their methods of using "The Five Keys to Successful Merchandising."

On adequate stocks, Jack Nowell, of Cleveland, suggested this formula:

"Items which turn over two times or less a year, check these monthly and try to cut down and increase turnover items. Those which turn over three to four times a year, check every two weeks. Those which turn over five or more times a year, check each week."

The trend to island displays on rollers and of materials-in-use displays were recommended by W. W. Bailey, of Jackson, who covered "Efficient Displays."

The use of a company newspaper in a rural trading center was described by S. G. Thigpen as a sure way to more profitable material sales and good-will. He also commended the use of a folksy "trading post" radio program in communities like his home town of Picayune.

Jackson's Paul Williams stressed the need of product information — particularly on the installation of materials — to produce successful salesmen.

The era of order-taking is over and must be followed by aggressive selling through "competitive serv-

ices," J. Murphy Thomas Jr., of Tupelo, told the Mississippi lumber dealers. He described a survey his firm had made to find the answers to stiff competition for both the consumer and the building dollar in northeast Mississippi.

This revealed four effective methods — packaged selling or repair and modernization jobs; active selling outside the store and within; the recourting and wooing of carpenters who had drifted away; closer contact and follow-through on every building job and material sale.

Members of the new board of directors of the Mississippi association include F. W. Klyce, Sardis; F. H. Cannon, Clarksdale; Percy Funchess, Cleveland; W. S. Curry, Itta Bena; Frank C. Stebbins, Greenville; D. Burke, Ruleville; Perry Maupin, Vicksburg; Oscar Temple, Yazoo City; H. S. Prosser and Thad Simmons, McComb; Sherwood Bailey, Handsboro; R. B. Vaughn, Biloxi; J. M. Evans and C. S. Weir, Jackson; T. H. Crigler and B. W. McClanahan, Columbus; S. N. Dunnaway, Amory, and J. Murphy Thomas Jr., Tupelo.

L. C. Gilbert, of Jackson, is chairman of the Finance and Membership Committee. E. M. Jones and R. C. Stockett, of Jackson, are dealer-director and alternate to NRLDA.

## **Sturm Heads Missourians**

John Sturm, of St. James, is the new president of the Southeast Missouri Retail Lumber Dealers Assn. He succeeded Charles Conn, of Sikeston, at the annual meeting in Cape Girardeau recently.

Conn debunked the talk of business depression and urged the dealers to sharpen their selling tools and become increasingly active in both civic and political affairs.

Other new officers of the district association are Paul Moreau, Ste. Genevieve, vice-president; W. T. Nethery, Hayti, secretary-treasurer, and J. W. Queen, of Malden, and Lester Woods, of Portageville, directors.

## **O'Brien Heads Prefabbers**

Gen. John J. O'Brien, president of United States Steel Homes, Inc., the housing subsidiary of U. S. Steel Corp., was elected president of the Prefabricated Home Manufacturers Institute at the 11th annual convention in Chicago, Ill., March 30.

Other new officers include Peter S. Knox Jr., of Thomson, Ga., vice-president, and George E. Price, Lafayette, Ind., secretary-treasurer.

New directors are William B. F. Hall, Ft. Wayne, Ind., retired president; Frank A. Baldus, of Pittsburgh, Pa., and Harry Thompson, Calgary, Alberta, Canada.

## **Koelzer Heads Mo-Kansans; Moore Covers Plywood**

Thomas H. Koelzer, of Seneca, Kan., is the new president of the Mo-Kan Lumbermen's Assn. He was elected at the annual spring meeting in St. Joseph, Mo., on April 8.

Other new officers and directors include: vice-president, Robert Stewart, Osborn, Mo.; secretary-treasurer, Francis Gress, Axtell, Kan., and these directors—C. A. Gish, Denton, Kan.; George W. Alexander, Everest, Kan.; Frank Tuley, Gallatin, Mo.; Emmett Foley, Wathena, Kan.; Glen Goodson, Ravenwood, Mo., and Marion Rousey, Horton, Kan.

Principal speaker was Vern Moore, of the Omaha Hardwood Lumber Co., who discussed the grades and uses of plywood. Bill Ruxlow, of the Southwestern Lumbermen's Assn., and Probate Judge Frank Hun, of Atchison, Kan., also spoke. Some 70 persons attended the one-day meeting.

## **Increased Utilization of Wood Wastes Noted**

Plants now under construction or operating in the Douglas fir region of Oregon and Washington will convert left-over wood into many new products, ranging from fertilizers to new wood panels. Thousands of new jobs will be provided by these modern processing factories, according to Roy F. Morse, of Longview, Wash., chairman of Industrial Forestry Assn.

"Research by private companies and public laboratories," Morse explained, "have opened up many new fields for use of left-over wood for the manufacture of new products for the American public. Many firms see in the improved utilization an opportunity to strengthen the Northwest's economy by providing more jobs and hundreds of new products from wood that was once used only for generation of steam and power, or for domestic fuel or not used at all."

Morse cited as examples a plant soon to be built at North Bend. It will convert planer-mill shavings treated with synthetic resin into a new particle board, first of its kind in the nation.

Another plant has been built in Lane county by a sawmill firm. It is improving a process for converting left-over wood into a mulch-land extender with fertilizer properties injected.

Extraction of high-grade industrial wax from Douglas fir bark, a process developed by the Oregon Forest Products Laboratory at Corvallis, will get large pilot plant testing in the east by the Kellogg Co. If tests are satisfactory, a million-dollar factory will be built in western Oregon.



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SALES OF TENSION SCREENS are soaring... and that's only natural! They're the lightest screens ever marketed, easiest to handle; easiest to store. They're put up and taken down from *inside* the house. They abolish maintenance... never have to be painted.

On top of that, Keystone Tension Screens are all-aluminum and never rust or stain the woodwork... last years longer... cost less than old-fashioned screens and are far more economical. And only keystones have *all* the special advantages and extra features shown at the right.

For most sales with the least sales effort, get the full facts about Keystone Aluminum Frameless Tension Screens. Mail coupon below — it pays off every time.

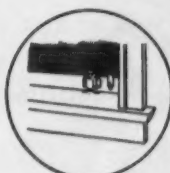
**1** Slide bracket held by screw. Round headed screw installed in top blind stop holds removable top bar bracket.



**2** Patented, tamper-proof tension catch at sill holds Keystone Screen securely in place. Just turn knob to adjust for proper permanent setting.



**3** Exclusive free-floating sill bar assures snug fit at bottom... adjusts screen to uneven or off-level sill.



**4** No bulky hardware on sill... just a neat, small, permanent bracket.



**5** Extra strong vertical edges are 5-strand selvage, of special flat wire, to keep taut.



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### INSULATING ROOF DECK

The Armstrong Cork Co., Dept. SBS, Lancaster, Pa., has introduced Temlok Roof Deck, a new insulating fiberboard that provides roof deck, insulation, vapor barrier, and interior ceiling finish all in one.

Suitable for either residential or commercial building, the 2'x8' tongue-and-grooved slabs are especially convenient for "open beam" construction.

Armstrong Temlok roof deck is made with several layers of Temlok sheathing over a layer of Temlok insulation board. The underside is coated with two layers of ivory paint. It is made in thicknesses of 1 1/4", 2", and 3".

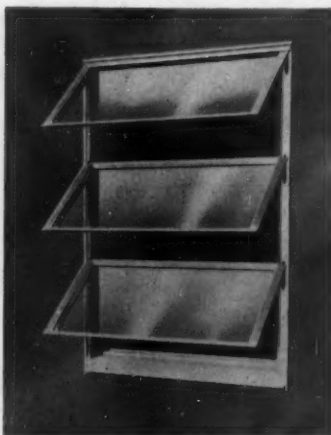
Write for P140. Use coupon below.

### ALUMINUM WINDOWS

A new aluminum awning window, made by the Gate City Sash and Door Co., Dept. SBS, Fort Lauderdale, Fla., features a hidden fixed hinge that prevents rain from splashing in over the top vent when open.

The "permanent-finish" aluminum needs requires no maintenance.

Aluminum strip glazing eliminates putty problems. The compensating sash hardware automatically adjusts



each sash for tight closure and prevents warping. No individual sash adjustments are needed.

Write for P141. Use coupon below.

### "BREATHER" HOUSE PAINT

The Lowe Brothers Co., Dept. SBS, Dayton, Ohio, has introduced a new "breather" type house paint, called Shingle 'n Shake paint. It is made especially for such rough exterior surfaces as shingles, shakes, rough-

sawed siding, and asbestos shingles. It also is used on brick, cement, and stucco.

Normally one coat of Shingle 'n Shake paint is sufficient to hide the surface. Alkyd reinforced, it dries to a durable flat finish. It is made in a wide range of colors.

Write for P142. Use coupon below.

### COST-CUTTING DRILL

A new "Time Saver" drill head fastens directly to a pipe with standard fittings so that the pipe virtually drills its own hole. Made by Time Saver Tools, Inc., Dept. SBS, Mundelein, Ill., the drill head permits many remodeling operations involving plumbing or wiring without damaging either side of the wall involved.

A "Magic Circle" guide-ring regu-



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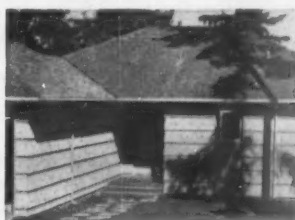
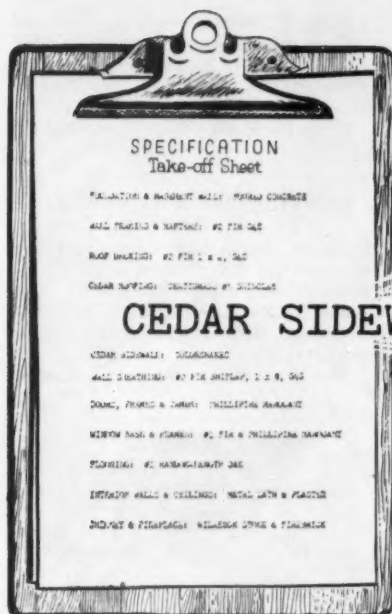
Address \_\_\_\_\_

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Circle numbers below and return filled-in coupon. Literature and prices, or catalog, will be mailed promptly to you.

P140	P141	P142	P143	P144
P145	P146	P147	P148	P149
P150	P151	P152	P153	P154
P155	P156	P157	P158	P159
P160	P161	P162	P163	P164
P165	P166	P167	P168	P169
P170	P171	P172	P173	P174
P175	P176	P177	P178	P179
P180				

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**Beautiful colors that last** are largely responsible for the popularity of genuine Colorshakes among builders, architects and critical home owners. Colorshakes sales have increased 400% in the past 12 months! Dealers are finding that Colorshakes' exclusive color process produces quality shakes of exceptional dependability. Quality that hurries the sale . . . and builds repeat business. It is this superior color — applied to precision-squared, beautifully striated, Certigrade Cedar Shingles — that has made Colorshakes the favored sidewall for new construction and modernization. You need only examine and compare to see why more and more dealers are featuring Colorshakes — the *specified* line. Better get all the details. Write, wire or phone for the name of the Colorshakes distributor in your area.

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Using Certigrade Cedar Shingles Exclusively



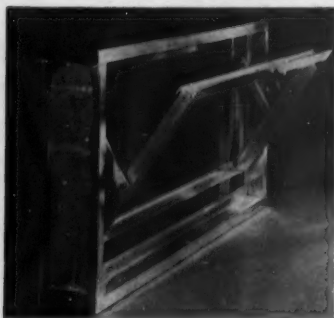
lates the depths of the cut on large-size bits. It also makes the entering and breaking-through on extreme angles both possible and safe.

Handy tool kits include just "Home Utility" sizes— $\frac{1}{2}$ " to 1"—or hold all 10 sizes with accessories. Blades are easily sharpened.

Write for P143. Use coupon page 62.

## GLASS-BLOCK VENTILATOR

Available in all standard sizes and opening types for any width glass block, the new Per-Fit glass block ventilator has been introduced by the Per-Fit Products Corp., Dept. SBS, 1206 East 52nd Street, Indianapolis, Ind.



This wall ventilating unit is made of heavy extruded aluminum, with stable and quiet hardware, as are the Per-Fit slider and double-hung windows. They are being distributed by building material dealers throughout the South.

Write for P144. Use coupon page 62.

## VINYL FLOOR TILE

Kenflor is a new vinyl floor tile made by Kentile, Inc., Dept. SBS, 58 Second Ave., Brooklyn 15, N. Y.

It is made by laminating a vinyl sheet to an asphalt-saturated felt backing. Manufacturers claim that it will outwear other types of floorings of similar thickness. It is used in any room of the house above grade and is applied to new or old wood floors.

This Kenflor tile is made in 12 colors, which can be accented by decorative inserts and feature strip designs.

Write for P145. Use coupon page 62.

## ALUMINUM SCREEN FRAME

Home-owners can make their own window screens to fit with Werner's new type of frame section that is easily assembled in three steps. These aluminum pieces are offered by the R. D. Werner Co., Inc., Dept. SBS, 295 Fifth Avenue, New York 16, N. Y.

The frame pieces feature a built-in



spline that folds into position and a corner clip that eliminates miter cuts. The frame holds any plastic, galvanized, or aluminum screening, including the louver-shade type.

A merchandising unit holds and displays 84 strips of 6' frame sections and 42 sets of corner clips. The manufacturer recommends that it be set up by a display of screening.

Write for P146. Use coupon page 62.

## DO-IT-YOURSELF COMBO

The Duo-Matic, said to be the first "Do-It-Yourself" window, is offered by the Weather-Proof Co., Dept. SBS, 1407 East 40th Street, Cleveland 3, Ohio.

The consumer buys the Duo-Matic three-track aluminum combination window with inserts fully assembled and with a master frame. By following simple directions included in each package, the Duo-Matic is easily installed with no special tools. Each of the two glass inserts and the screen insert has its own track. There is no need to remove and store inserts when changing from winter to summer seasons.

The window is made in a variety of sizes.

Write for P147. Use coupon page 62.



## COMPLETE LOCKSET LINE

A new line of key-in-knob, push-button cylindrical locks, covering 16 lock functions, is now in full production by the Yale and Towne Manufacturing Co., Dept. SBS, Chrysler Building, New York 17, N. Y. This is the second major line of key-in-knob locks offered by Yale and Towne within a year.

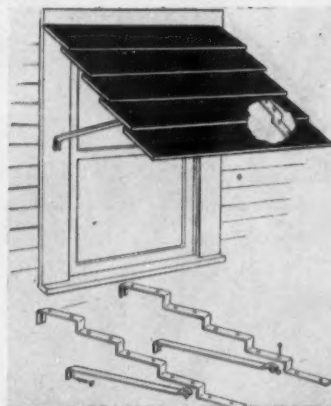
The new line, known as the Yale 5300 series, is represented by four basic designs and feature an anti-jimmy guard bolt, making it impossible for a prowler to jimmy the lock by pressing back the movable part of the latch. Knobs are wobble-proof. They are offered in brass, bronze, and aluminum. Keys are of nickel bronze.

Write for P148. Use coupon page 62.

## VENTILATED AWNING KIT

Decker's ventilated window-awning kits permit installation with pliers, screwdriver, and a small drill. It is made by the Decker Manufacturing Co., Dept. SBS, 111 N. Denver, Kansas City, Mo.

The brackets are made with five or



eight steps. To complete the awning, use 6" bevel siding of desired length. The brackets help make a neat awning that keeps out sun and rain but lets in light and air.

Write for P149. Use coupon page 62.

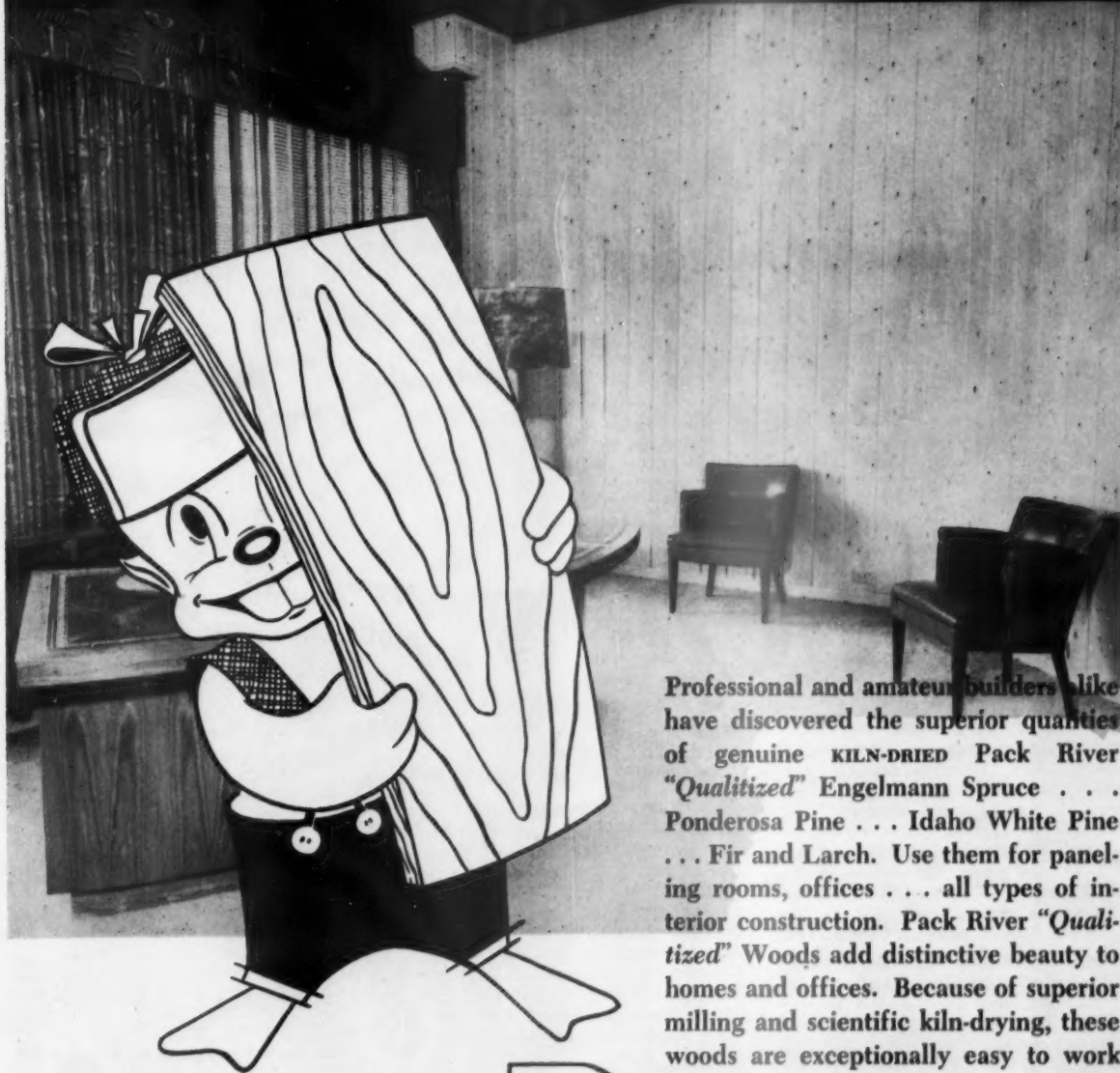
## WINDOW WALL

Superwall is a new window wall, ready to be set in new homes to provide a complete picture window, with fixed and operating lights. This all aluminum window group is made by the Superior Window Co., Dept. SBS, 5300 N. W. 37th Avenue, Miami 42, Fla.

Any combination of stationary and operating lights is possible. All multiple unit combinations are assembled with mullions. The extra-heavy flangeless sections, combined with I-shaped mullions, give greater

# ☆ Easier to install ☆ Easier to work

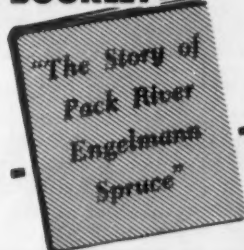
Sell More Paneling to "Do-It-Yourself" Customers with  
Pack River "Qualitized" Woods



Professional and amateur builders alike have discovered the superior quantities of genuine KILN-DRIED Pack River "Qualitized" Engelmann Spruce . . . Ponderosa Pine . . . Idaho White Pine . . . Fir and Larch. Use them for paneling rooms, offices . . . all types of interior construction. Pack River "Qualitized" Woods add distinctive beauty to homes and offices. Because of superior milling and scientific kiln-drying, these woods are exceptionally easy to work . . . of uniform quality . . . and they finish beautifully!

Write Today for

**FREE BOOKLET**



**P**

**ACK RIVER SALES CO.**

SPOKANE, WASH. P. O. BOX 64 • TELETYPE SP. 105 • TEL. MADISON 0121

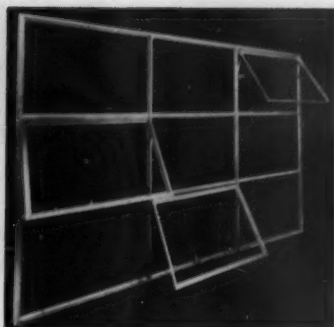
**Managing Sales For**

PACK RIVER LUMBER CO.  
Sandpoint, Idaho

NORTHWEST TIMBER CO.  
Gibbs, Idaho

CRESTON SAWMILLS, LTD.  
Creston, B. C.

THOMPSON FALLS LUMBER CO.  
Thompson Falls, Mont.



strength to intermediate vertical frame sections.

Hopper vents are available if desired.

**Write for P150. Use coupon page 62.**

### OVERHEAD GARAGE DOOR

The Stampco 32 overhead garage is designed especially for installation by the home-owner. It is made by the Stamping Products and Manufacturing Co., Dept. SBS, 6500 Mack Avenue, Detroit 7, Mich.

Only 32 bolts are needed to assemble the three sections of the door. The name "32" also applies to the fact that most laymen can install the

door in 32 minutes. When installed, it has the same appearance as a factory-welded, one-piece door, since no bolt heads or nuts are visible on the face of the door.



An attractive folder for consumers promotes the Stampco 32 as "A Garage Door You Can Install."

**Write for P151. Use coupon page 62.**

### PLASTIC WOOD COATING

Crill is a new colorless liquid plastic glass for coating wood. It is made by the Surface Engineering Co., Inc., Dept. SBS, 1535-39 Barwise Avenue, Wichita 1, Kan.

This plastic glass coating is said to eliminate the problem of whitening, cracking, peeling, and discoloration of clear coatings on natural

wood. It is practical for all-weather exterior exposure.

Applied by brush or spray, it dries in about 30 minutes.

**Write for P152. Use coupon page 62.**

### PICNIC TABLE FRAMES

Home-owners can easily make their own picnic or outdoor party tables with EZ-Do steel frames—or the dealer can assemble them himself for sale. They are made by the Anthony Truck Co., Dept. SBS, Paducah, Ky.

The two end pieces are joined together by 2x4s, which determine the length of the table and seat combination. Then planks are bolted to the frame to form the table top and the seats on both sides.

A junior size table frame is available for children.

**Write for P153. Use coupon page 62.**



# hunches

New items dealers may find profitable to sell — or use

**LOW-COST AWNINGS.** The Lux-Air aluminum awnings retail for as low as \$8.95. The scroll brackets are adjustable for any drop or protection desired. Awnings are anodized and finished in highest-grade baked-on enamel. They come in widths of 24", 36", 48", 60", and 72". Write Wolfe Products, Inc., Dept. SBS, 71 Elinor Avenue, Akron 5, Ohio.

**Or use coupon page 62. Circle P154.**

**WOODWORKERS GLUE.** A new professional woodworkers' glue, URAC 185, has been added to the market in a Handy Pack, that permits precise mixing. This glue holds outdoors as well as in and is tough enough to glue such pieces as a laminated archery bow, holding together under terrific vibration stresses. The small kit suits the Do-It-Yourself market. Write the Nelson Co., Dept. SBS, Iron Mountain, Mich.

**Or use coupon page 62. Circle P155.**

**LANTERN POSTS.** A new line of four Nayco lantern posts suit any setting. They are made of high grade outside wood, usually Douglas fir. Cable holes run through the centers of the posts to hold wiring and fittings. Write Nathan Cohen, Inc.,

Dept. SBS, 1517 N. 21st Street, Philadelphia 21, Pa.

**Or use coupon page 62. Circle P156.**

**PAPER ON ROLLS.** To help the home-owner solve many Do-It-Yourself problems, Richkraft offers reenforced and non-reinforced papers in Redi-Roll packages. The 36" rolls contain 100 square feet for such uses as floor protection, ceiling foundations, covering equipment, temporary enclosures, waterproof wrapping. Write the Richkraft Co., Dept. SBS, 510 N. Dearborn Street, Chicago, Ill.

**Or use coupon page 62. Circle P157.**

**PAINTING PAD.** The Tite-Spot painter permits painting right up to an adjoining surface at right angles without smearing it with paint. Eliminating masking tape, the Tite-Spot has a 3"x5" woven wool surface padding and a plastic cutting edge. Pads are easily cleaned and can be replaced. McBell Enterprises, Inc., Dept. SBS, Racine, Wis.

**Or use coupon page 62. Circle P158.**

**AUGER BITS.** A set of six precision-machined AcraBore auger bits, set in a white imitation-snow block, make

a handy gift for the home workman. Bit sizes include 1/4", 5/16", 3/8", 1/2", 5/8", and 3/4". Write John H. Graham and Co., 105 Duane Street, New York 8, N. Y.

**Or use coupon page 62. Circle P159.**

**MOUNTED JARS.** Handi-Jars are held in place by a clip attached to simulated natural wood-grain boards, easy to install. They are used for simple, visible storage of small parts of liquids. Double-row plaques hold 10 6-ounce jars; single rows hold five jars. Write the George C. Knight Co., Dept. SBS, Detroit 35, Mich.

**Or use coupon page 62. Circle P160.**

**NEW WALL PANEL.** Balura is a new panel made with an imported hardwood, but backed with less-

**DO YOU WANT** more information on any of these new products? Just mail the coupon on page 62 after circling the product number shown with item.



## Texture One-Eleven

exterior fir plywood panels are in stock  
and available at our sales warehouses...

Your inquiries and orders will  
receive prompt attention.

$\frac{5}{8}$ " panels in 8' and 10' lengths. Two widths: 16 $\frac{3}{8}$ " (grooves 2" o.c.)  
32 $\frac{3}{8}$ " (grooves 4" o.c.) Other lengths available on special order.

### BRANCH SALES WAREHOUSES:

4268 Utah St., St. Louis, Missouri  
4814 Bengal St., Dallas, Texas  
4003 Coyle St., Houston, Texas  
Raleigh, North Carolina  
1026 Jay St., Charlotte, North Carolina  
Worley Road, Greenville, South Carolina  
925 Toland St., San Francisco, California  
Eugene, Oregon

### SALES OFFICES:

31 State St., Boston, Massachusetts  
595 E. Colorado St., Pasadena, California



## **ASSOCIATED PLYWOOD MILLS, Inc.**

General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina  
Lumber mill at Roseburg

costly wood and pre-finished in a choice of patterns and tones. Panel size is 4'x8' and 1/4" thick. It provides hardwood paneling for the more price-conscious market. Write the Fiddes-Moore Co., Dept. SBS, 400 W. Madison Street, Chicago, Ill.

Or use coupon page 62. Circle P161.

**BRICK LAYING GUIDE.** The Beaver Gable-Line fastener fastens at both ends of a building to provide a clear line for laying brick or block in a straight line. It operates by a simple twist of a thumbscrew. The bottom limit rests on top of the prior row of brick or block. Write the Beaver Products Co., Dept. SBS, 15438 Oakfield Avenue, Detroit 27, Mich.

Or use coupon page 62. Circle P162.

**CASINGS.** A new line of door and window casings is produced with both short flanges and expanded flanges. These casings may be used with metal lath and plaster, gypsum lath and plaster, and masonry walls. They provide both screed and trim in one product. Write the Bostwick Steel Lath Co., Dept. SBS, Niles, Ohio.

Or use coupon page 62. Circle P163.

**NAIL PULLER.** The Cat's Paw nail puller has a spoon-shaped head and slides easily under the nailhead. If nails are driven deeply into the wood and are flush or beneath the surface, the curved, rolling fulcrum of this puller permits it to get the nail out with minimum damage to the wood. Write C. Drew and Co., Inc., Dept. SBS, Kingston, Mass.

Or use coupon page 62. Circle P164.

**PRE-FORMED STONE.** Oro is a new pre-formed stone with colors that are said to be not affected by age, acid washing, or sandblasting. Eliminating the artificial look, each stone appears to have been hand-cut. Cornerstones also are available. Color combinations include brown, buff, reddish buff, and gray. Write Castle Stone, Inc., Dept. SBS, 10th and Spring Garden Streets, Allentown, Pa.

Or use coupon page 62. Circle P165.

**FAN, LIGHT, AND HOOD.** The Pryne model 219 ventilator hood combination includes an exhaust fan, recessed light, and ventilating hood. It is 42" wide and requires only 4 1/2" of space below the bottom of the cabinet over the range. The hood is finished in white or copper-toned enamel. Write Pryne and Co., Inc., Dept. SBS, Keyser, W. Va.

Or use coupon page 62. Circle P166.

**IMPROVED TENONER.** An improved Festo tenoner combines tenoning and coping heads in one strong unit. It features a heavy-duty direct-drive 3-HP motor, cut-off saw 2 1/2 HP, cut-off height 3 3/4" to 12" wide. It also is available with an independent check-rail-slitter. Write Festo Woodworking Machines, Dept. SBS, 745 51st Street, Brooklyn 20, N. Y.

Or use coupon page 62. Circle P167.

**INSULATING TAPE.** A new anti-sweat insulating tape for cold-water lines and air-conditioning and refrigeration equipment comes in sizes 1/4" thick by 1" to 7" wide. Called Presstite No. 165, this black rubbery tape also can serve as a gasket for metal flanges, wood, and glass—and as a sound deadener or cushioner. Write the Presstite Engineering Co., Dept. SBS, 3798 Chouteau Avenue, St. Louis 10, Mo.

Or use coupon page 62. Circle P168.

**TRANSLUCENT PANELS.** Lascolite is a new translucent building panel of polyester resin, reinforced with tough resilient glass fibers, and formed into corrugated sheets. They are shatterproof, weatherproof, warp-free, fire-resistant, impervious to rot and erosion, and easily handled. Write the Lynch Asbestos Co., Plastic Division, Dept. SBS, 2939 S. Sunol Drive, Los Angeles 23, Calif.

Or use coupon page 62. Circle P169.

**DECORATIVE KNOBS.** A new line of decorative concave knobs and backplates will complement any modern furniture, or add a modern touch to old cabinets. The knobs come in satin chromium with ebony black four-point star in the center and polished chromium backplate; and in satin copper with bright brass ornament and polished brass backplate. Write the American Cabinet Hardware Corp., Dept. SBS, Rockford, Ill.

Or use coupon page 62. Circle P170.

**MASONRY SEALER.** An improved Surfco Silaseal formula is said to kill fungus, damp molds, and mildew, and to make above-grade masonry surfaces water-repellent within five minutes after application. It also contains a larger proportion of silicones. Write the Surface Protection Co., Inc., Dept. SBS, 16730 Euclid Avenue, Cleveland 12, Ohio.

Or use coupon page 62. Circle P171.

**FLOOR FINISH.** Dura-Swift is a new floor coating for use on wood or wax-free inlaid linoleum, unfinished furniture, interior trim, doors, and table tops. One gallon will cover about 350 square feet, unthinned, and about 500 square feet when thinned by Dura-Swift reducer. It resists strong caustic solutions and scalding water. Write the McCloskey Varnish Co., Dept. SBS, 7600 State Road, Philadelphia, Pa.

Or use coupon page 62. Circle P172.

**WALL DESIGNS.** Walls can now be decorated easily by home-owners to have an over-all design, similar in appearance to wallpaper. The Motif Design Roller, with patterned surface, permit applying designs in several colors for various effects. Write Motifs, Inc., Dept. SBS, 185 Maple Street, Fond du Lac, Wis.

Or use coupon page 62. Circle P173.

**SINK FRAME.** The Maduco "Twist-On" sink frame can be installed by any handyman in a few minutes, ac-

cording to the manufacturer. Merely twist one set of tapered tongues over the flange of the sink with pliers, place the sink in the cabinet top, and then twist the other set of tongues over edge of wood. Write the Macklanburg-Duncan Co., Dept. SBS, Box 1197, Oklahoma City, Okla.

Or use coupon page 62. Circle P174.

**HOME DISHWASHER.** The manufacturers of In-Sink-Erator waste disposers have introduced a home dishwasher, offered either as a free-standing cabinet model or as a unit to be placed in existing cabinets. It will wash and dry the average load of dishes, pans, glassware, and silverware for a family of six. Write the In-Sink-Erator Manufacturing Co., Dept. SBS, Racine, Wis.

Or use coupon page 62. Circle P175.

**PAINT PAIL HOLDER.** The new Roglo steel holder fits around the ladder's rung and extends an arm to either side, for right- or left-handed painters. Three hooks permit placing the pail in the position the painter prefers. Write Roglo, Dept. SBS, 6838 Milwaukee Avenue, Milwaukee 13, Wis.

Or use coupon page 62. Circle P176.

**OUTLET BOXES.** A new series of multiple junction boxes provides sufficient electrical outlets right beside the job for lights and power equipment. The cord comes in lengths of 15, 25, 50, and 100 feet, and a strain-relief anchor keeps the wire from pulling out. Write the National Wire Cable Corp., Dept. SBS, P. O. Box 57, Los Angeles 31, Calif.

Or use coupon page 62. Circle P177.

**SAFER FOLDING STAIR.** Precision folding stairways can now be equipped with a new hydraulic safety check that prevents slamming of the stairway in opening and closing; shuts the stairway door tightly, and eases the stairway into open or shut position quietly and safely. The safety check can be installed on Precision stairways now in use. Write the Precision Parts Corp., Dept. SBS, 400 North First Street, Nashville, Tenn.

Or use coupon page 62. Circle P178.

**DURABLE TAPE.** A new Hi-Line non-metallic woven measuring tape is made of tough fibers for greater wearability. It retains dimensional stability even after it has been repeatedly soaked and dried. Markings are protected by plastic. Write the Lufkin Rule Co., Dept. SBS, Saginaw, Mich.

Or use coupon page 62. Circle P179.

**DOOR OPENERS.** New ease in opening and closing industrial doors is now possible through use of a "Sed-con" opener. This trolley-type operator comes in reversible and non-reversible models. Write Sterling Electronic Door Control Corp., Dept. SBS, 323 W. Second Street, Rock Falls, Ill.

Or use coupon page 62. Circle P180.

After the

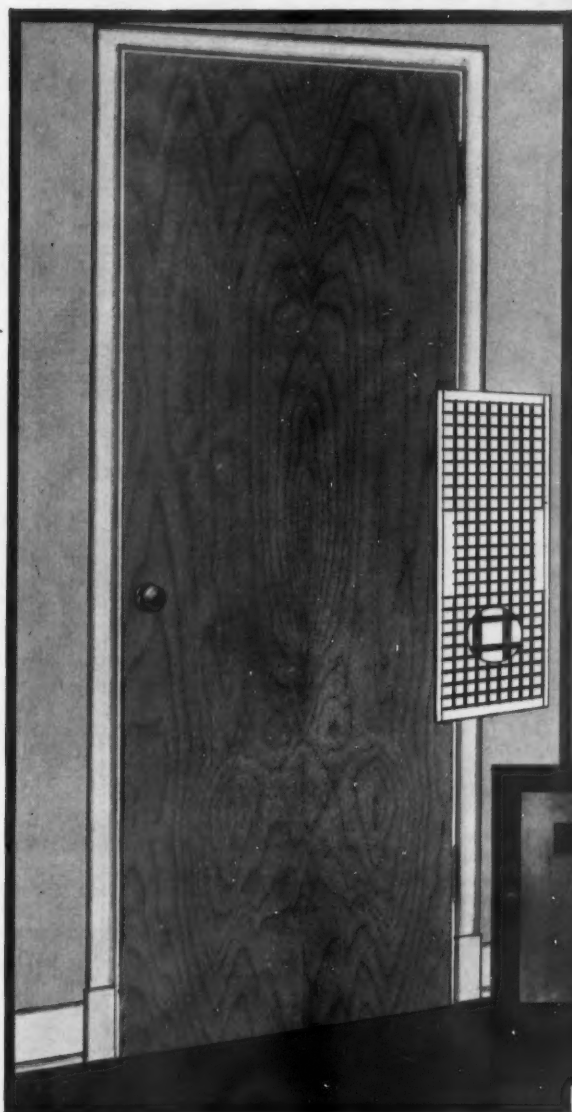


"Honeymoon"

this door

**PROTECTS**

**your profits**

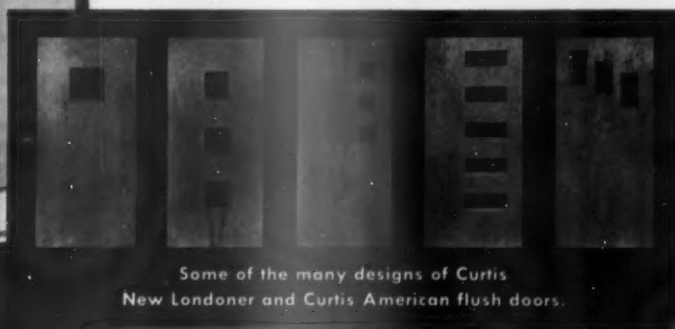


After completion, every new building or remodeling job has a "honeymoon" period—when everything is fresh and new. But for how long? With Curtis New Londoner Hollow Core Flush Doors, the answer is easy! These doors *keep* their shape—no warping, no sagging, no "come-backs."

Inside every Curtis New Londoner Door is patented, all-wood *locked-in* core. This core is made with such precision that permitted tolerances are only  $\frac{1}{1000}$  of an inch!

New Londoner Doors, too, are very beautiful because of their selected matched-grain panels—a feature seldom found in ordinary flush doors. Curtis New Londoner Doors are actually "pictures in wood."

Protect *your* products and your reputation with doors that give lasting satisfaction—Curtis New Londoner. Made in both hollow core and solid core construction.



Some of the many designs of Curtis New Londoner and Curtis American flush doors.

**CURTIS**  
**NEW LONDONER**  
HOLLOW-CORE  
**FLUSH DOORS**

**CURTIS COMPANIES SERVICE BUREAU**

Clinton, Iowa

A Department of Curtis Companies Incorporated

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa  
Lincoln, Neb. • Topeka, Kan. • Minneapolis, Minn. • New London, Wis.





### COLOR HARMONY CENTER

The Seidlitz Color Harmony Center consists of a modern desk with advertising message, giant color book containing 225 pages. It provides "natural daylight" and artificial illumination, both incandescent and fluorescent.

The back of each color page contains a description of the color and a special color harmony table showing recommended color combinations for walls, ceilings, and woodwork to harmonize with rug and drapery colors.

**Contact:** Seidlitz Paint and Varnish Co., Dept. SBS, Kansas City 10, Mo.

### "PLAN WITH PLYWOOD"

"Plan with Plywood for better living!" That's the title of a 24-page consumer booklet for home-planners that the Douglas Fir Plywood Assn. offers for dealer distribution. Single sample copies are free; in quantity, they cost \$5.00 per 100.

Printed in two colors, this booklet tells and shows what plywood is; where all it is used in building modern homes; its structural values; how it is used for floor underlayment, roof deckings, interior paneling and built-ins, and exterior siding. Photos and drawings spotlight construction details and effects.

**Contact:** Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

### GARAGE BUILDING AID

To see whether a home-owner really could build his own garage, and what problems he might encounter, the makers of Insulite Bildrite sheathing and Shingle-Backer followed an average handyman building a single-car garage.

A new folder shows the 11-step procedure used by the man, from pouring a four-inch concrete slab to installing the overhead garage door.

The folder also shows four other garage styles for single and double car spaces and with such conveniences as storage space and screened play area.

**Contact:** Insulite Division, Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Arcade Building, Minneapolis 2, Minn.

# silent salesmen



### PEST CONTROL

As a special dealer sales and traffic builder, Root-Lowell offers a sturdy display unit free, with supplementary literature and sales aids. The steel island display forms a "pest control center."

Mounted on rollers, the mobile unit can keynote a garden display or easily move outdoors for storefront display. It holds an assortment of sprayers, including the Gard-N-Gro so popular with women.



Root-Lowell also offers free a display unit that forms the center of a spraying and dusting department. The unit holds seven different hand sprayers and several small compression sprayers.

**Contact:** Root-Lowell Corp., Dept. SBS, 445 Lakeshore Drive, Chicago, Ill.

### WALL PANEL FILMS

Nine new advertising films on Marlite plank and block are offered to dealers for showing to groups or for use on TV and movie theaters. The theater films are in full color.

The films show actual room scenes to demonstrate the beauty and simplicity of Marlite installations. Each film is designed so that about one-third of the running time is devoted to the dealer's own personalized sales message.

**Contact:** Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

### CABINET HARDWARE

This new display stand for "Washington 700" cabinet hardware stands 62" high but takes only four square feet of floor space.

It not only displays knobs, pulls,



flush door pin hinges, and other items, but it holds stock underneath.

Four color photographs of kitchens and cabinets show hardware in use. Paint and hardware combinations are suggested.

**Contact:** Washington Steel Products, Inc., Dept. SBS, Tacoma 2, Wash.

### LUMBER COOKBOOK

Housewives will absorb ideas for using beautiful West Coast woods while cooking, when using a new free cookbook, "Famous Recipes from West Coast Kitchens." All illustrations are in full color.

It suggests menus for "the boss and his wife to dinner," "dinner and TV," "dinner on a cart any place in the house," and other special occasions.

**Contact:** West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison, Portland 5, Ore.

### MONTHLY GARAGE PLANS

Free reprints are offered to owners, contractors, and dealers for each monthly garage plan showing the use of Strand garage doors.



Each plan sheet includes a rendering of the garage, floor plan, and complete list of materials required for construction.

**Contact:** Strand Garage Division, Detroit Steel Products Co., Dept. SBS, 3227 Griffin Street, Detroit 11, Mich.

**We Put Extra Value into PALCO**

## Architectural Quality Redwood



### —YET IT COSTS YOU NO MORE

Basically, the price of Redwood lumber—like everything else is determined by costs—and Palco Redwood with its extra Premium of high uniformity and quality is produced by the most modern methods and equipment in the industry. The extra quality value of Palco Architectural Redwood is provided at no extra premium in price due to manufacturing savings and economies in our modernly equipped mills. So when you specify Palco Certified Dry Redwood you are assured of extra value at no extra cost.

**PALCO Redwood is tops  
in ALL these qualities**

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



## THE PACIFIC LUMBER COMPANY

*The best in Redwood — Since 1869*  
Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



# dealer NEWS

## WEST VIRGINIA

**WESTON:** Paul T. Butcher Jr., of the Butcher-Layfield Lumber Co., recently took a course in small house design and lumber and building material marketing at Ohio State College.

**NEW MARTINSVILLE:** The Phillips Lumber Co. entertained 70 employees and carpenters at a dinner meeting. Films on building products were shown and an instrumental quartet provided music.

## MISSOURI

**RAYMONDVILLE:** The Sherman Shipp Lumber Co., operated by the Shipp family for over half a century, recently was sold by Mrs. Ida Hubbard, daughter of the founder, to Ray D. Clayton. Shipp started the business in 1900. His son-in-law, Robert Hubbard, joined the firm soon after

and was active until his death in 1948. The firm name will remain the same.

**KIRKWOOD:** Alfred Nolte, manager of the Rauch Lumber Co., was honored at a dinner party recently for his 25th year with the firm. Over 80 persons were present to see him receive a gold wrist watch.

**CHARLESTON:** Tom White, who has operated the Charleston Lumber Co. here for several years, has formed a partnership with Lonnie Carter, formerly with the Ault Hardware Co.

## ALABAMA

**ANDALUSIA:** New assistant manager of the Andalusia Lumber and Supply Co. is Wilson (Bud) Parker. He has been with the firm since 1947, except for two years with the Army in Germany.

## TEXAS

**HALTOM CITY:** The Jones Lumber Company recently held a four-day "open house" to exhibit its new quarters at 4224 E. Belknap. The remodeled 25-year-old firm also added a hardware department, managed by Frank Paschal. Lt. Briley Jones, of Craig Field in Selma, Ala., designed the building. He is a recent architectural graduate of Texas A and M and the son of the owner, Clarence Jones. Guy L. Cummings Jr. manages the Jones Lumber Company.

**AUSTIN:** Bill Anderson, 67, recently celebrated his 40th anniversary with the Calcasieu Lumber Co. He is well known around Austin for the derby hat he always wears.

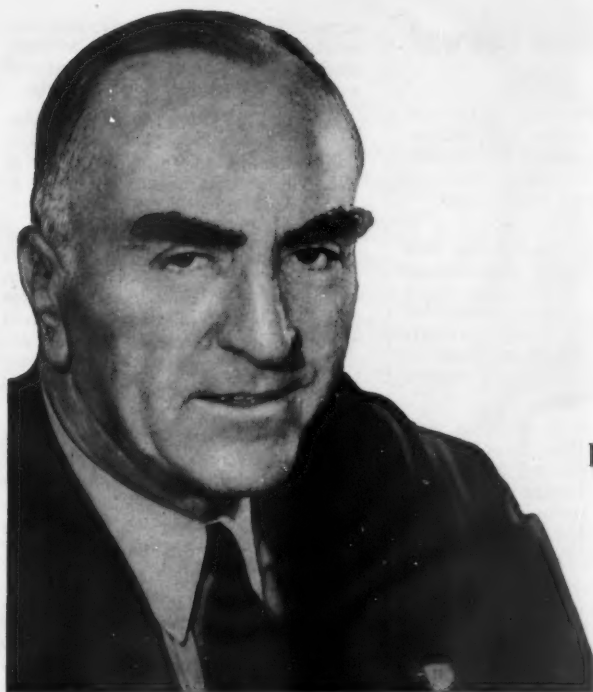
**LEVELLAND:** Troy Williamson has replaced Al Yeager as manager of the Foxworth-Galbraith Lumber Co. here. He was transferred from Ralls, where he was assistant man-

**PENN-DIXIE CEMENT Corporation**

**Offices:**  
New York, N. Y.  
Boston, Mass.  
Nazareth & Philadelphia, Pa.  
Atlanta, Georgia  
Des Moines, Iowa  
Chattanooga, Tenn.  
Pittsburgh, Pa.

**Plants:**  
Bath & Nazareth, Pa.  
Penn Allen, Pa.  
Richard City & Kingsport, Tenn.  
Cinchfield, Georgia  
West Des Moines, Iowa  
West Winfield, Pa.





*"At Eastern Air Lines our key men in operation, maintenance, sales and management rely on*

## **BUSINESS PUBLICATIONS**

*to help keep us abreast of industrial developments and business trends."*

*Capt. Eddie Rickenbacker  
Chairman of the Board and  
General Manager,  
Eastern Air Lines*

In an industry beset with red ink, Eastern Air Lines has shown a profit every year since the Captain took over the controls. The fact that Captain Rickenbacker and the stalwart Eastern team of executives, engineers, pilots, traffic experts and weather wizards who back him up read their Business Publications page by page, issue by issue, is a tribute to the editing and publishing skill of this great group of periodicals.

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The United Business Press

## **NATIONAL BUSINESS PUBLICATIONS, INC.**

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*The national association of publishers of 162 technical, scientific, industrial and professional magazines, having a combined circulation of 3,524,478... audited by either the Audit Bureau of Circulations or Business Publications Audit of Circulations, Inc.... serving and promoting the*

*Business Press of America... bringing thousands of pages of specialized know-how and advertising to the men who make decisions in the businesses, industries, sciences and professions... pinpointing your audience in the market of your choice. Write for complete list of NBP publications.*

ager. Yeager is now in Hereford to take over a new lumber firm purchased by the company.

**FLORESVILLE:** Douglas P. Burris, manager for the Alamo Lumber Co. here, recently was made supervisor for several neighboring yards in addition to his present duties in Floresville.

**GLADEWATER:** Van Craddock, manager of the Hall Lumber Co., was the subject of one of a series of personality sketches in the *Glade-water Mirror* recently. He started his lumber career in Bogota, where he grew up. Later he joined the Hall Lumber Co. in Talco, where he worked for a year before joining the Air Force. He went back to this yard after the war and was transferred to Gladewater as manager shortly afterwards. He and his wife have one son, Van Jr., who is five years old.

**AMARILLO:** The Parks Brothers Lumber Co. is the site of a new office and store building. Workmen removed the lumber company office and other buildings.

**SHERMAN:** After serving over seven years as manager, J. Q. Thompson has bought the Sherman Lumber Co. The company will keep the same name, personnel, and policies.

## More Texas News!

**DALHART:** Glinn Lane has moved here from Pampa to manage the Foxworth-Galbraith Lumber Co. He succeeded Clarence B. Lutes, who will manage the Pampa yard after 12 years in Dalhart.

**COOPER:** A. H. Read is the new manager of the Foxworth-Galbraith Lumber Co. yard in Cooper, which was recently purchased from the Lyon-Gray chain. Read formerly managed the Lyon-Gray yard in Frisco and has been in the lumber business for 10 years.

**ENNIS:** Marvin E. Blair is new manager of the Burr Lumber Co., having been transferred from Spur, where he was assistant manager of the Tri-County Lumber Co. He succeeded J. Charles Lowry, who has moved to Dallas.

**SNYDER:** Walter Hales, owner of the Walter Hales Lumber and Supply Co., has been appointed to the five-man city planning and zoning commission.

**HARLINGEN:** The Valley Lumbermen's Assn. sponsored a Do-It-Yourself exhibit at the Harlingen Home and Construction Show, March 3-7. The exhibit included all types

of building materials, tools, and aids to the amateur builder. New York model Gale McQuire demonstrated a few of the easily-used products.

**HASKELL:** John A. Couch, Haskell lumberman, was chosen president of the West Texas Chamber of Commerce at a recent meeting in San Angelo.

**DALLAS:** A group of Dallas businessmen have formed Brother Bill's Youth Foundation, honoring Rev. William Leo Harrod, Baptist pastor who is a reformed drunkard and tavern brawler. Among the trustees of the foundation are Frank Carter and Earnest Lewis, owners of the Carter Lumber and Hardware Co.

**CORPUS CHRISTI:** The N. O. Simmons Lumber and Supply Co. gave away a Chevrolet to the holder of the lucky registration ticket recently. To register, persons had to answer 12 questions concerning features desired in a home.

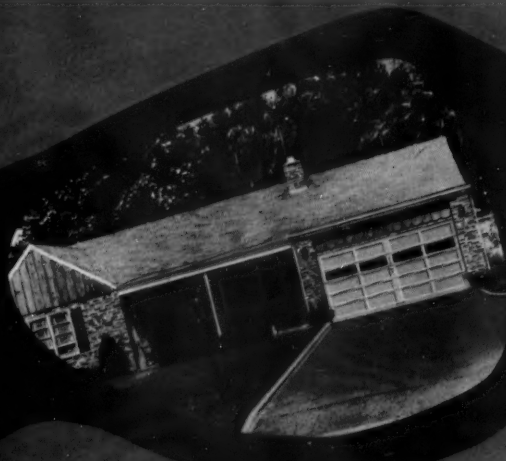
**BEAUMONT:** The Pre-Fab Building Supply Corp. recently announced that it had added the Butler line of steel buildings to its line of supplies. The firm also erects and services these structures.

**EL PASO:** Robert Lander, owner of the Lander Lumber Co., has appointed Victor Hugo Abadie as sales

All eyes are on the  
*How-ell-dor*  
(... It sells on sight!)



Both the El Dorado and the Picture Door, illustrated, come equipped with the new, extra-durable How-ell-tite track... another How-ell-dor engineering first.



Architects look upon the How-ell-dor in terms of a quality standard of performance. To builders and suppliers it means ease of installation, fast turnover. To the homeowner it is an attractively priced door, built for lasting beauty.

When specifying How-ell-dor, look for fast, dependable service. There are now 44 stock sizes and styles of residential and commercial doors to satisfy every requirement.

• Write for FREE '54 literature •

**THE HOWELL MANUFACTURING CO. 7202 Hasbrook Ave., Philadelphia 11, Pennsylvania**

manager. Abadie formerly was vice-president of the Lumber Dealers Assn. of San Antonio.

**FORT WORTH:** President of the recently-formed city Aviation Advisory Board for Meacham Field is W. B. Henderson. He heads the Chickasaw Lumber Co. and is active in the Lumbermen's Assn. of Texas.

**GEORGETOWN:** Elmer Fredericson is now serving his third term as a member of the Georgetown city council. He is co-owner of the Georgetown Lumber Co.

**HOUSTON:** Larry Nicastro and Sidney Loewen have opened a new lumber firm here at the corner of McGowen and Cullen streets. It is called the Cullen Lumber and Building Co. Loewen, general manager of the six-man staff, has been in the lumber business most of his life and started as a carpenter's helper at 16. Nicastro, formerly with a beauty salon, says he has wanted to get into the lumber business for 12 years.

**HOUSTON:** Sam SoRelle, whose plant was destroyed by the "fire bug" who set fire to several other yards, moved into his new building on February 25, exactly four months after the disaster. The company has been incorporated with the following officers, Sam SoRelle, president; Robert Merklein, vice-president; and Lawrence Skelton, secretary-treasurer. . . . The Interstate Material Corp. has moved from Main Street to 195 Yale St. The new office is air-conditioned. The new site offers a 400' frontage on the new freeway.

**HOUSTON:** Fred McManis Jr. and James Wilson Jr. have formed a new building material firm, Wilson Building Products, Inc. A member of the realty firm of McManis and Tuley, McManis is a housing project developer. Wilson has been associated with several building products firms. . . . Jesse H. Jones, of the Jones Lumber Co., recently wrote a letter published in the *Houston Chronicle* expressing his esteem for Jo Didiot, now retired. Written on the 52nd anniversary of the day they became associated in business, the letter explained that after knowing Didiot 63 years "I have never known a better man and am proud to call you 'Friend'."

**TEXAS CITY:** By pushing the advertising and sale of Red Bond screen wire—the only brand made in Texas—the partner operators of the Chapman-Brown Lumber Co. here won an air-conditioned 1954 Cadillac convertible in a state-wide contest. It was sponsored by the Clark Wire and Supply Corp. of Houston, exclusively for lumber and hardware dealers in the state. The Peden Iron and Steel Co. in Houston supplies the Red Bond screen needs of Chapman-Brown.

**SAN ANTONIO:** The Central Lumber Co. has opened a branch on W. W. White road to serve the east



## the *Amazing New* **PER-FIT SLIDER** ALUMINUM

**...is the easiest aluminum window to sell because it has more wanted features and costs even less than wood!**

● Beautiful etched satin finish—dip lacquered. ● Extruded aluminum interior trim and return. ●

Screw-lock smooth, mitred frame corners factory sealed. Rack-free rigidity. Close fitted joints—wind, water and dust tight forever. Factory located hardware assures perfect fit of storm sash and screens. ● All frames have continuous perimeter installation fins. ● Semi-pneumatic Ventsel weather stripping inside jambs. The most advanced weathering system, plus a sash cushion. ● Continuous zinc weathering strip in frame head; smooth operation and full length weather seal. ● Rubbing block on zinc weather strip in head assures perfect closure and seal of meeting rails. ● Weep holes in sill frame protected from weather by continuous beaded flange which is an integral part of the removable cover plate. ● All weath-

ering is built into the window frame where it belongs; out of harm's way and thoroughly protected by the frame. ● Screw-lock mitred sash corners permit easy job re-glazing. Lifetime Venti-seal glazing. ● Sash siderails have two-point contact with semi-pneumatic jamb weather strip for double weather protection. ● Nylon pressure buttons in sash head rail, actuated by stainless steel springs, eliminate wind rattles in any sash position; constantly push sash firmly against the zinc weather strip. Nylon-aluminum, aluminum-zinc contact provides natural lubrication for permanent, easy, finger-tip operation. ● Forged and machined cam action lock forces sash against the semi-pneumatic weather seal in side jambs; seals meeting-rails air-tight, dust-tight; maximum weather seal. ● No sharp, easily damaged weather strip exposed when sash is out; no home-owner injury hazard. ● Write for descriptive literature.

... That's only a small part of the story. If you are looking for a *better* window line write today for the complete PER-FIT story—learn about the famous PER-FIT and BEST-VENT double hungs—learn how you can compete not only with other aluminum windows but with wood windows too—at full mark-up.



PER-FIT DOUBLE HUNG • BEST-VENT DOUBLE HUNG •  
PER-FIT SLIDER • PER-FIT GLASS BLOCK WINDOW

**PER-FIT PRODUCTS  
CORPORATION**

1206 EAST 52nd STREET, INDIANAPOLIS, INDIANA

**World's Finest Aluminum Windows**



side of town. In honor of the occasion, the new store held a March sale with special prices on all merchandise. Robert Ross is the owner, and Robert Nowlin is manager.

**SAN ANTONIO:** Frank A. Meyers has purchased the Bexar Lumber Co. at 955 Theo Street here. He is the brother-in-law of Miss Tillie Smith, office secretary of the Lumbermen's Assn. of Texas.

## MISSISSIPPI

**HOUSTON:** The City Lumber Co. has opened here in a building formerly occupied by a tractor firm. Owners are Irby Atkinson Sr. and I. (Red) Atkinson Jr.

**OXFORD:** Baxter O. Elliott, manager of the Elliott Lumber Co., has been appointed a director of the Bank of Oxford. Elliott has served as a city alderman for four years and is a deacon in the First Presbyterian Church.

**FLORA:** R. L. Nolan, in ill health for some time, has retired and sold the Nolan Lumber Co. to an employee, Miss Evelyn Mansell, and her brother, A. B. Mansell Jr., who will act primarily as an advisor. Miss Mansell will manage the firm, now known as the Mansell Lumber Co.

## SOUTH CAROLINA

**CHARLESTON HEIGHTS:** The Progress Supply Co. has been granted a charter to buy and sell building materials and to build houses. R. E. Dix is president.

**BARNWELL:** Owned and operated by S. R. Thompson and T. F. Gearheart, Barnwell Builders Supply has purchased the Thompson Company's inventory and property on Olar Road here. BBS will consolidate its stocks and locate its office and yard in the Thompson property. The greater space will permit larger stocks of lumber, electrical and plumbing supplies, and paints, the new owners explained.

## OKLAHOMA

**PAWHUSKA:** An editorial in the *Pawhuska News* recently paid tribute to H. G. Benson as "our most useful citizen." The owner of the Benson Lumber Co., he offered to underwrite the cost of a new \$40,000 library for his town.

**LAWTON:** R. T. Currell and his family have announced the purchase of all outstanding stock in the Currell Lumber Co. Stock was purchased from L. G. Everitt, Kansas City, Mo.;

L. G. Everitt Jr., Enid, Okla., and R. S. Everitt, Fort Collins, Colo. R. T. Currell was named president; Ralph W. Currell, vice-president, and Mary Lenore Stein, secretary-treasurer.

**ENID:** On the anniversary of its 50th year of successful operation, the T. J. Hughes Lumber Co. opened a new, enlarged display room, offices, and yard at 209 W. Broadway. Half of the 140'x50' building is used for display purposes. The interior decoration makes use of 14 different types of wood paneling.

## GEORGIA

**AUSTELL:** J. L. Brooks has been named manager of the Austell and Roswell branch stores of the W. P. Stephens Lumber Co. He has served the firm for six years and will assist in advertising and sales promotion for all stores. Wyatt Lee replaced him as manager of the Austell store.

**EASTMAN:** Russell Lowery has sold his interest in the Stephenson-Lowery Lumber and Supply Co. to Gene Stevenson and Bob Rush. The name has been changed to the Stephenson Lumber and Supply Co.

**ATLANTA:** Harry J. Jones, veteran Atlanta lumber and plywood

# SELL Trinity White

## PORTLAND CEMENT

*the whitest white cement*



Trinity White is a true portland cement and has unexcelled beauty—the beauty of the whitest white . . . plus the best possible results when color pigments are added. Sell it wherever you want greater masonry beauty or higher light reflection as for example: architectural concrete units; terrazzo; stucco; light-reflecting floors and walls. For descriptive literature and dealer information, write Trinity White Cement, 111 W. Monroe St., Chicago.

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

broker and dealer, has opened the Southern Door and Plywood Co. at 1281 LaFrance Street, N. E., for re-tailing of plywood, panel, doors, sash, and trim. His yard formerly had been at Stockbridge.

MONROE: R. R. Shockley, veteran dealer here, has liquidated the R. R. Shockley Lumber Co. and "closed up shop."

## LOUISIANA

DE RIDDER: The Haynes Lumber Yard has moved from its downtown location to new buildings on the Lake Charles highway. One building houses the office and display room, and the other is used for storage. Herbert H. Haynes is owner.

LAFAYETTE: A new lumber firm, the West Side Lumber Co., and the West Side Sanding Co., opened here recently. Both firms are owned by Luke Guilbeau and managed by C. Melançon.

NATCHITOCHES: The Howard Lumber Co., Inc., received first prize for the best example of retail advertising, sponsored by the Black and Decker Manufacturing Corp., makers of portable electric tools. The award was made for the Howard firm's Christmas advertising. Manager C. A. Robbins received a check for \$200 and a salesman received \$75.

SHREVEPORT: A charter of incorporation has been granted to the S. P. Weaver Lumber and Supply Co., listing capital stock at \$125,000.

BASTROP: Herman Bartsch, who has operated the Bartsch Service Station here for seven years, recently bought a new business, the Cedar Post Yards. Bunion Ratliff will manage the cedar products firm.

## KANSAS

EUREKA: Harold B. Dennis has been made manager of the Eureka Lumber and Supply Co. yard on the east edge of Eureka. It is owned by Don Hand and Herb Rockhill.

COLDWATER: Eldon Hecht is new manager of the Coldwater yard of the Houston-Doughty Lumber Co. He replaced Elvin O. Freeman, who was transferred to a Houston-Doughty yard in Oklahoma.

JENNINGS: Harold Haworth has been transferred to Oak Creek as manager of the Foster Lumber Co. yard there. His duties in the Jennings yard have been assumed by Ray J. Smith, who has served the chain for five years in Great Ben and Leoti.

OLATHE: Paul S. Staats is now general manager of the Hodges

# PROFITABLE!



## ORANGEBURG<sup>®</sup> ROOT-PROOF PIPE

**Profitable for you and for your customers too!**

You, the merchant, profit by its constant demand — its quick turn-over. The plumber, builder, the one who installs Orangeburg, profits by the speed and ease of laying it. The home owner profits by its reasonable price, also by the economy of installing it — and by getting a dependable high quality pipe line.

With Orangeburg, the original bituminous pipe, you build soundly, profitably for immediate and future business.  
"There's no substitute for Orangeburg."



Its many advantages—Long light 8-foot lengths—save time and money in handling. Taperweld water-tight joints are made "in a jiffy" with a few hammer taps. Orangeburg's exclusive fittings further simplify installings.

Its non-metallic material resists acids and alkalis — holds up under temperature changes, normal traffic and earth tensions — makes a durable pipe line.

Orangeburg Root-Proof Pipe is for sewer lines from house to street main or septic tank, drain lines from downspouts, storm drains, all non-pressure uses.

• • •

Orangeburg Perforated Pipe is for septic tank disposal fields, foundation drains—draining wet spots in lawns, fields, barnyards, service stations.



Use Orangeburg Fittings with Orangeburg Pipe. They simplify installations and cut costs.

Order Orangeburg the Pioneer and Leader from your Wholesaler today. Send to Dept. SB54 for Orangeburg's Free Signs and Sales Aids.



ORANGEBURG MANUFACTURING CO., INC. • Orangeburg, New York  
West Coast Plant — Newark, California

Brothers Lumber Co. Francis L. (Hank) Treff retired as manager after 27 years with the company. Staats supervises 12 yards, with headquarters in Olathe.

**TORONTO:** Bob Sallee is now manager of the Conger Lumber Co.

**WICHITA:** The J-B Lumber Co. has created several new departments to facilitate merchandising. Among them are tile and paint departments.

**McPHERSON:** James E. Roe has moved here from Salina to manage the Lumber and Builders Supply Co.

## MARYLAND

**ANNAPOLIS:** The J. F. Johnson Lumber Co. has closed its office in the heart of Annapolis and moved to a new suburban location. The new site provides convenient parking for customers.

**SALISBURY:** Fred Adkins was honored recently at a testimonial dinner upon his appointment as chairman of the board of the E. S. Adkins and Co. lumber firm. He succeeded his father as president in 1913. The board also has been expanded to include a younger gen-

eration of Adkins, including Bertha S. Adkins, E. Dale Adkins Jr., E. Stanton Adkins II, Frederic P. Adkins, Mrs. Hilda L. Adkins, Samuel F. M. Adkins Sr. and Jr., Alton E. Hughes, and L. Thomas Parker.

**BETHESDA:** I. S. Turover's latest charitable project is heading the trades and professions division of a campaign to raise \$150,000 for a camp for underprivileged children.

## NORTH CAROLINA

**MOUNT HOLLY:** W. S. Lee recently opened the Lee Lumber Co. on the Charlotte highway, three miles from Mount Holly. He has a large display room and sales office, and has started advertising free estimates on remodeling work.

**HICKORY:** A charter of incorporation has been granted to the H. C. Cline Building and Supply Co. Incorporators are John T. Hull, Mildred C. Hull, and Carolla Cline.

## ARKANSAS

**BRINKLEY:** Joe Davis has moved here from Little Rock to join the Deen Lumber Co. Vernon Wilson,

former Deen manager, has moved to Lake Providence, La., to manage a lumber firm.

**FAYETTEVILLE:** The City Lumber Co. has been granted a charter of incorporation. W. Bone, William L. Bunch, and Tom Hargis are the incorporators.

**ARKADELPHIA:** The Spurlin Lumber Co. opened March 11 in a building formerly occupied by the Logan Wholesale Grocery Co. The owner, George Spurlin, formerly was a partner in a sawmill at Amity.

## OBITUARIES

**WILLIAM S. BULLARD,** 68, building contractor and owner of the Polk Lumber Co. in Louisville, Ky., is dead. He leaves a wife and three grandchildren.

**FRED BARTHELME,** 69, retired owner of the Bart Lumber Co., died in Galveston, Texas, April 1. He is survived by a wife, daughter, and son.

**EDWARD BLAND WILLIAMSON,** 85, died in Petersburg, Va., March 23.

# DESIGNED FOR TODAY'S HOMES



## AWNING WINDOW

Builders and home owners are impressed by the beauty, easy operation and versatility of IDEAL Awning Windows. Wood parts are of Western Ponderosa Pine . . . preservative treated for long life. Can be painted any color or finished natural.

- ★ Units can be had with only one sash or as many as five high. They can be installed side by side in any multiple. Individual sash made in 5 widths and 3 heights.
- ★ Weather-stripped around entire perimeter of sash . . . sealing out dust, drafts, rain.
- ★ Completely pre-assembled for fast, easy installation.

## DISTRIBUTED BY MATERIAL JOBBERS

MADE IN THE SOUTH'S LARGEST STANDARD MILLWORK FACTORY



He had been in the lumber business for more than 50 years and was president of the Petersburg Box and Lumber Co. Surviving are his wife and two sons.

**F. KEITH PREVOST**, president of the Townsend Lumber Co. and widely known builder of Anderson, S. C., died in March. He was a director and vice-president of the First Federal Savings and Loan Assn. He leaves a wife, three sons, and daughter.

**THOMAS BRYAN WAIT**, 38, died on April 2 from accidental poisoning following exposure to carbon tetrachloride fumes in floor cleaning at his Tampa, Fla., home. A graduate of Tampa public schools, he had been associated with the Krauss Brothers Lumber Co. in Tampa since 1934 except for four years of service in the U. S. Army combat engineers during World War II. He started with Krauss as a stenographer and was corporation secretary and sales manager at death. Widely known in lumber circles, he was state deputy snark for Hoo-Hoo, for which he had helped organize clubs in Va., N. C., Ga., and Fla. He is survived by his wife, three young daughters, mother, and brother. He was a member of the First Christian Church and the Gasparilla Krewe in Tampa.

**S. M. GRAHAM**, vice-president and general manager of the Trinity Valley Lumber Co. in Dallas, Tex., died recently after a long illness. He was a founder of this lumber company in 1946. Surviving are his parents, daughter, son, and stepson.

**ROY DEWITT HAMILTON**, 63, manager of the Foxworth-Galbraith Lumber Co. in Ringgold, Tex., died in March after an illness of six weeks. Mrs. Hamilton, a son, and daughter survive him.

**GEORGE J. PORTERFIELD**, owner of the Porterfield Lumber Co. in Maysville, Okla., died of a heart attack in March en route to a Chickasha hospital. While his wife was driving him to the hospital, his lumber yard caught fire, resulting in loss of the sheds, office building, warehouse, trucks, and building materials. He died before learning of the disaster.

**FRANK H. COLEMAN**, 30, vice-president of the Waples Lumber Co. in Galveston, Tex., was killed in a head-on collision near Conroe, on April 12. A week before, he had been elected first vice-president of the Galveston Rotary Club and was a leader in several other civic groups. Surviving are his mother and brother.

**HENRY RICHARD CREWS**, 84, one of the first lumber dealers in Tulsa, Okla., died April 20 after a 1½-year-long illness. He founded the Crews Lumber Co. in 1909 and retired in 1932. The firm is now owned and managed by his son, Ira D. Crews.



Here's a building specialty your customers are going to be demanding soon. It's the nationally advertised "Spacemaster"—a quality folding door that saves space, adds beauty in any home... yet even with a full mark-up you can offer it at the lowest price in the history of quality folding doors.



## Here's Why Your Customers Want "SPACEMASTER"

- **It saves space**... There's no area lost to door swing.
- **It costs so little**—builders find they can install it for less than a wood door and necessary extras.
- **It's so easy to install**—the homeowner can do it himself in 15 minutes. No fitting, no sanding, no planing needed.
- **It's so easy to maintain**—vinyl-fabric cleans with soap and water—steel frame requires practically no maintenance.
- **It fits most standard openings**—two heights; 6' 6" and 6' 8½". Three widths from 2' 6" to 4' 0". Doors can be used as pairs.
- **It's a quality product**—by the makers of famous "Modernfold" doors.

## Strong advertising and promotion help you sell "Spacemaster"

When you handle "Spacemaster," you get the benefit of national advertising—to homeowners in BETTER HOMES AND GARDENS, AMERICAN HOME, POPULAR MECHANICS, to builders in PRACTI-

CAL BUILDER, AMERICAN BUILDER, LIVING, HOUSE AND HOME... PLUS free ad mats, radio and TV scripts, literature, publicity stories, mailing pieces, low-cost high-powered displays.

Call your "Modernfold" distributor or mail coupon for full information.

**SPACEMASTER** folding doors

NEW CASTLE PRODUCTS, INC.

New Castle, Indiana

Is Canada:  
New Castle Products, Ltd.  
Montreal 6

Copyrighted New Castle Products, Inc., 1954



New Castle Products, Inc.

P.O. Box 992, New Castle, Indiana

Gentlemen: Give me full information on "Spacemaster" doors.

Name.....

Company.....

Address.....

City..... County..... State.....

## Associates Carry On

Still mourning the sudden death of their firm's founder and late principal, the associates of Reed P. Morse continue to serve as factory representatives of the M and M Woodworking Co., manufacturers at Portland, Ore., of Malarky plywood, doors, and lumber.

Johnny A. Marinus manages the office in Memphis, Tenn., at 1115 Three Sisters Building. John B. Carnes travels and calls on distributors east of the Mississippi river for Reed P. Morse Associates. R. Ross Hunnicutt does likewise in the Southwest from Houston, Tex.

## More Murray Fans in '54

The ventilating fan division of the Murray Co. of Texas, Inc., recently completed one of the most extensive expansion and modernization programs in the industry.

Production facilities at the Atlanta, Ga., plant have been expanded to allow a capacity of over 10 times the previous output of ventilating attic and window fans.

New Murray plant equipment includes conveyor and assembly line systems, the latest costly baking ovens, anodizing equipment, a large bed automatic press, and electrically-operated spot and extended welders.



## Carleton Lang Agent for Zegers, Dry Wall Trims

H. Carleton Lang, above, is the new manufacturers' agent for four companies in Georgia, Alabama, South Carolina, and Florida. His headquarters are at 608 Warthen Street, Sandersville, Ga.

For Zegers, Inc., Chicago, Ill., he handles combination sash balance and weatherstrip for window units.

For Casings, Inc., Milwaukee, Wis., Lang sells steel plaster grounds for doors and windows. For Dry Wall Trims, Inc., he handles metal moldings and trims for walls of gypsum board.

For the Hartmeister Manufacturing Co., Denver, Colo., Lang distributes cutters that fashion switch-box outlet openings in gypsum-board walls.

A native of Sandersville, Lang has been engaged in manufacturing millwork and selling building materials since he left school at the age of 16 to join his dad in Lang's Variety Works. He attended the short course in building material distribution at the Georgia Institute of Technology in 1950. He was sales representative of E. W. Proctor and Co., Columbia, S. C., manufacturers' agents, for two years.

Lang married the daughter of a lumber sales manager. They have a son and a daughter.

## Ross Carrier Division Established by Clark

The Clark Equipment Co., manufacturer of material-handling and construction equipment, has established a "Ross Carrier Division" for its line of Ross straddle carriers.

A. H. Peirce, who has had broad experience with the company, has been selected as division manager. Roger Spencer will continue as chief engineer for the Ross Carrier line,

This is the house  
That Jack Built



Without **Coppo!**

And in our book, any Jack that doesn't believe that wood is gonna rot—get eaten up by termites—and mildew something awful, if not treated properly, is strickly a Jack-with-ears!

And any dealer that thinks he can't make lots of jack (\$) selling COPPO . . . well, we won't say he's a dull boy . . . BUT the smart dealer knows COPPO is strong on merchandising, and our displays will surely help him make more preservative profits!

And remember! Lots of Jacks are careless, so recommend safe-to-use COPPO to them. Now available in COPPO CLEAR. Order COPPO from your jobber salesman today!



All gallons packaged  
in the attractive  
Up-Front Salesman  
Display.

Write us for additional information and nearest jobber now!

**The Coppo Company, Inc.**

2342 S. Lauderdale • Memphis, Tenn.

which will continue to be manufactured at Clark's plant in Benton Harbor, Mich.

Jack W. Ross will supervise sales information activities for the new division from Benton Harbor, but the Ross carriers will continue to be marketed through the sales organization of the Industrial Truck Division.

"Organization of the new Ross Carrier Division is a reflection of our belief in the substantial sales potential for this type of material-handling equipment," Vice-President W. E. Schirmer said. "Rather than being competitive with, it is complementary to the line of fork trucks, towing tractors, and other equipment we manufacture."



### George Jenkins Is Now Manufacturers' Agent

After eight years of service with the Huttig Sash and Door Co.—the last three as manager of Huttig's Nashville, Tenn., branch—George P. Jenkins Jr. has become a full-fledged manufacturers' agent in the Carolinas.

From headquarters at 3133 Sunset Drive, Charlotte, N. C., Jenkins represents these manufacturers: Donley Brothers Co., Cleveland, Ohio; Bostwick Steel Lath Co., Niles, Ohio; Steelcote Manufacturing Co., St. Louis; Larsen Products Corp., Bethesda, Md.; Arthur F. Tyler Co., Athol, Mass., and the Coastal Forest Products Co., Portland, Ore.

For Steelcote, Jenkins sells glazing and caulking compounds and putty.

For Tyler, he sells louvers and shutters.

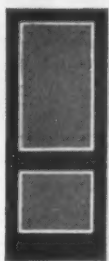
For Larsen, he sells Plasterweld and Weldcrete, bonding agents.

For Bostwick, he handles metal



3 convincing selling points...in newly styled

## FIR PANEL DOORS



**style** . . . Today's trend toward dramatic use of color and texture in homes is a natural for fir panel doors. Clean lined new molding becomes a picture frame for exciting decorative treatments. Colorful deep-shadow accents do away with old-fashioned flat surface monotony. Sell fir panel doors for new homes, for remodeling, for replacing outdated old doors—even for redecorating.

**dependability** . . . Fir panel doors are made to last—attested by millions of installations in the South. When you sell doors bearing the **FDI\*** hallmark, you sell doors that are strong, durable, structurally sound; built to meet exacting U. S. Commercial Standards. They won't warp; won't come apart. Journeymen cabinetmakers working with top quality, straight grain fir detail each door meticulously. No shortcuts, no shoddy materials to make customers unhappy.

**economy** . . . Styling for today's interiors; traditional dependability; expert craftsmanship—these custom features are offered in fir panel doors at competitively low prices. Compare any door on these points. You'll agree that fir panel doors have convincing sales features.

\* Industry grade - trademark signifying independent inspection assuring quality called for in U.S. Commercial Standards.

Call your regular supplier or write to

**FIR DOOR INSTITUTE, Tacoma 2, Washington**



get big colorful **FREE** poster - banner

Eye-catching, full color illustrations give remodeling and redecorating ideas to customers, help build door sales. Your jobber has banners for you. Call him!



lath and plastering accessories.

For Donley, Jenkins moves fire-places, louvers, and other metal building products.

For the Portland firm, he sells West Coast dimension and finish lumber and millwork.

Born in Greenwood, S. C., Jenkins moved to Charlotte in 1922 at the age of three. He is a graduate in commerce of the University of North Carolina. He entered World War II as a Marine private in 1940 and came out as a captain five years later. He holds the rank of major in the Marine reserves now.

Jenkins has two sons and a daughter.



# manufacturers' NEWS

CHICAGO, ILL.: Earl C. Faulkner, executive vice-president of the **Lehon Co.**, has been elected chairman of the board of governors of the Asphalt Roofing Industry Bureau. He succeeded L. W. Clarke, vice-president of the Philip Carey Manufacturing Co.

ASHEVILLE, N. C.: **S. O. Bradley and Son** have been appointed representatives of Aluminum Industries in

this area. They will distribute its line of Permite aluminum paints and varnishes in the Carolinas.

DALLAS, TEX.: The **W. P. Dunne Co.** here have been appointed manufacturers' agents for Plasterweld and Weldcrete, plaster and concrete bonding materials made by the Larsen Products Corp., Bethesda, Md. Dunne will promote and sell these items in Texas, Oklahoma, southern Arkansas, and northern Louisiana. Dunne sales representatives are located in Lubbock, Houston, and Dallas, Tex., and Shreveport, La.

ST. LOUIS, MO.: Armin L. Klemm has been appointed sales supervisor of wood preservatives and special chemicals for the organic chemicals division of the **Monsanto Chemical Co.** here. Harold W. Anway has replaced Klemm as sales representative in the Kansas City area.

MILWAUKEE, WIS.: New office and traffic manager for **Drywall Trim, Inc.** and **Casings, Inc.**, here is Charles A. Gern. A graduate of the Webb Institute of Naval Architecture, he has served with the U. S. Navy and the Electric Boat Co.

NEWARK, N. J.: Kenneth Schiller is advertising manager of the **Inertol Co., Inc.**, local manufacturer of paints for industrial and institutional maintenance.

CLEVELAND, OHIO: E. L. Miller is the new president of the **American Vitriified Products Co.**, nation-wide manufacturer of sanitary sewers. He succeeded James G. Robertson, who now is chairman of the board. J. L. Brown has replaced Miller as vice-president and general manager. He formerly managed AVPI sales. The firm recently opened a new plant in Detroit and is completing another at Los Angeles.

THOMPSON FALLS, MONT.: The **Thompson Falls Lumber Co.** started shipments last month from its new sawmill, built to replace the one that burned down in the fall of 1952. Sawmill units are housed in three separate buildings instead of the usual one. Machinery decks are 16' above the ground for easy cleaning. Sales are handled by the Pack River Sales Co., Spokane, Wash. Robert S. Brinton has recently joined the sales department, and Albert E. Rose is now working in re-manufacturing and by-products.

CLEVELAND, TEX.: Nelson Edens and associates have bought the Cleveland holdings of the **Edens-Birch Lumber Co.** Officers of the new company include Edens, president and general manager; W. H. Guggolz, vice-president; Emma E. Edens, sec-

Another good reason why it pays to be a **Dickey** Dealer

**Pin-pointed  
advertising pre-sells  
Dickey Clay Pipe  
for you**

Your customers . . . home builders, plumbers, contractors, architects and project developers . . . all are hearing about Dickey Clay Pipe and its many advantages through Dickey's regular advertising program.

Every month important buyers in your sales area are being convinced that it is wise to install this long-lasting material for all sewers and drains . . . and that they should see you for prompt and courteous service. Just another reason why it pays you to be a Dickey Dealer.

*If it's made of clay, it's good  
. . . if it's made by Dickey it's better*

## W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala. Chattanooga, Tenn.  
Kansas City, Mo. Meridian, Miss.  
San Antonio, Tex. Texarkana, Tex.-Ark.

## Dickey Sanitary Salt-Glazed Clay Pipe

ALWAYS IN DEMAND

retary-treasurer, and Alice Smith, assistant secretary-treasurer.

**MOBILE, ALA.:** William (Toxey) Leonard Jr. has been appointed to represent the **Ruberoid Co.** in southeastern Alabama, northwestern Florida, and southwestern Georgia.

**ALBUQUERQUE, N. MEX.:** Parts of Texas nearest New Mexico will be served by Charles M. Hagest, new sales representative for the **Ruberoid Co.** Before joining Ruberoid, he was connected with an automobile firm.

**MIDLAND, TEX.:** Carroll C. Norris now represents the **Ruberoid Co.** in western Texas and parts of New Mexico. Before joining Ruberoid, he was associated with International Harvester for four years.

**TULSA, OKLA.:** W. J. (Joe) Sisk has replaced Wendell McKinney as Oklahoma representative of the **Ash Grove Lime and Portland Cement Co.**, of Kansas City. He formerly was with the Four States Supply Co. in Carthage, Mo. McKinney has joined his father-in-law in the Independent Material Co.

**LAKEWOOD, OHIO:** The **Howard E. Priest Co.** now represents the J. M. J. line of tile cutters for resilient floor, wood floor, plastic wall, and metal tiles. The firm's territory includes West Virginia, Kentucky, and Ohio.

**ASHEVILLE, N. C.:** At a recent annual meeting here, T. J. Mitchell, of the Poinsett Lumber and Manufacturing Co. in Pickens, was elected president of the **Appalachian Lumbermen's Club.** Norman J. Warner, Asheville, is vice-president, and Richard A. Wood, Asheville, secretary-treasurer.

**ZANESVILLE, OHIO:** Frank H. Ross, sales manager of the **Mosaic Tile Co.**, recently celebrated his 50th year of service. He received a watch in recognition of being a "grand young man" of the tile industry. It was presented by his son, Wells Ross, a territorial sales representative for 20 years.

**DOWNEY, CALIF.:** The **Stronghold Pacific Corp.** has changed its name to the Olympic Screw and Rivet Corp. The change was made to identify the company with its Olympic line of blind fasteners, screws, bolts, rivets, and specialized fasteners.

**CINCINNATI, OHIO:** C. M. Weber, manager of the Careystone corrugated department, **Philip Carey Manufacturing Co.**, is now manager of the Careyduct department. He joined the firm in 1929 as a draftsman.

**JACKSON, MISS.:** Theodore R. (Ted) Bowman has been assigned the states of Mississippi, Louisiana, and

Arkansas by the **Grand Rapids Hardware Co.** and **Monarch Metal Weatherstrip Corp.** He joined Grand Rapids after graduating from Michigan State College, where he majored in building material merchandising.

**NASHVILLE, TENN.:** L. Graham Barr Jr. now represents the Molly Corp. and its line of screw anchors and utility plugs in the Carolinas. Coleman R. Perry now represents Molly products in Virginia. Both Perry and Barr are principals of the **Perry-Walker-Barr Co.** of Nashville.

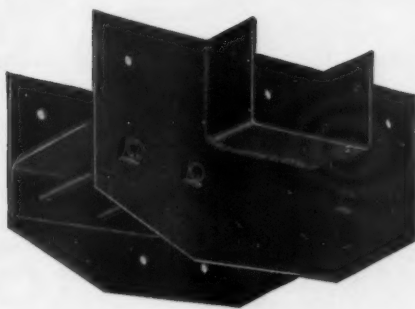
**LITTLE ROCK, ARK.:** The Zonolite Co., of Chicago, has established a new branch office at 308 Wallace Bldg. here. Operating as **Zonolite Contractors, Inc.**, it is the contracting subsidiary's first branch. Dallas A. Barkley is manager of a staff that will serve Arkansas, west Tennessee, and north Louisiana. Zonolite has a local vermiculite processing plant.

**AURORA, ILL.:** Paul W. Hake has been elected vice-president in charge of sales and merchandising for **United Wallpaper, Inc.**, here. He formerly was v.p., sales manager, and a director of the Kuehne Manufacturing Co. in Mattoon, Ill.

**CHICAGO, ILL.:** Stanley F. Berntson has joined the **Sterling Hardware Manufacturing Co.** as a sales correspondent.

## ORDER FROM STOCK!

# Low Cost TIMBER FITTINGS for Industrial and Commercial Buildings

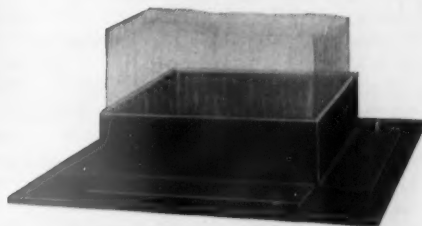


**IDEAL STEEL POST CAPS**  
made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

**JOIST HANGERS** — Fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



**POST BASES** — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



## The Ideal Hanger Co.

WRITE NOW for Catalog — L

1290 East 53rd St.

Cleveland 14, Ohio

## Color-Styling

(Continued from page 35)

has borrowed a little color from its neighbor.

On the color circle you see the three familiar colors—red, yellow, and blue. These are called the Primary colors. They are equally spaced on the circle at three equally distant points. Three more colors are fitted into the spaces between each two primary colors.

Orange fits in between yellow and red. This is easy to remember because when red and yellow are mixed the result is orange.

For the same reason, purple or violet fits in between red and blue, and green belongs between blue and yellow. With these three secondary colors, you now have the six color families, but there are more hues on the color circle.

So far the hues have been simple. Now it begins to get a little more complicated. We have another hue which blends with its neighbor. Between yellow and orange you see a new hue, yellow-orange. Between orange and red we find a red-orange. As you go around the circle you will find red-violet, blue-violet, blue-green, and yellow-green, each sandwiched in between two of the primary and secondary colors.

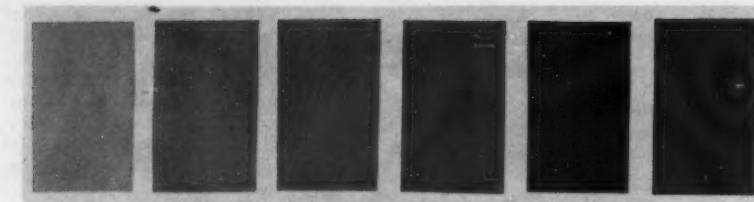
Hues opposite each other on the circle are said to be complementary.

Altogether there are 12 easily distinguished hues.

Besides these 12 there are many more gradations of hue. For example, starting with yellow and moving toward orange there is a gradation of hues. The yellow becomes slightly orange, then more and more orange, then the orange becomes slightly reddish, then more reddish until the hue is pure red. And so on around the circle. It would not be possible to name all these gradations of hue, but at least we can say that a color is yellow, slightly orange, or that it is straight yellow-orange, or that it is a slightly orange-red.

From these 12 basic hues, hundreds of other colors are made. All colors used in upholstery, drapery fabrics, paint, wallpaper, etc., stem from these 12 basic hues, even though they may be known by such fashion color names as persimmon, fuschia, chartreuse, or forest green.

To recognize hues accurately helps in matching colors and in remembering colors. This is the



The second color term is "Value." This refers to the lightness or darkness of a color. The neutral Value scale of seven steps is shown above. Colors that are nearer white in Value are called Tints. Colors that are closer to black are called Shades.

first step in the use and enjoyment of color.

Undoubtedly you have seen the rainbow with its lovely color, but perhaps you have never noticed the exact hues of the rainbow or how they are related. Now that you have learned the colors on the color circle, you know the rainbow colors. These are called the Spectrum colors. As you know, rainbow colors are very bright. They are always brighter than colors painted on paper. So we refer to the brightest possible painted colors—hues without black or white—as Spectrum hues.

If you study the color circle, you will see that half are cool—blues, greens, and violets. Like sky and water, they are cooling and restful. They are receding, so seem to push walls back and make furniture seem smaller. Warm colors are red, orange, yellow. Like fire and sunset, they are stimulating and cheerful. They are advancing colors. They make walls seem closer, emphasize the size of an object or chair.

The rules governing the use of the warm, stimulating colors and the cool, relaxing colors hold good for use wherever color is involved.

Our second color term is VALUE. This refers to the lightness or darkness of a color. Colors that are nearer white in Value are called tints, and colors that are closer to black are called shades.

The Value scale of seven steps, ranging from the lightest gray through middle gray and dark gray to black, shows what is called a neutral value scale. If you will hold your sample of color close to this scale and look at it with your eyes partly closed, you will see the hue become less prominent. And if you close your eyes enough, the hue seems neutral. In this way you can judge its Value. An understanding of Values will help you to use colors to the best advantage.

When a pure color such as an in-

tense red is mixed with a small amount of white, it becomes lighter in color. By mixing with a lot of white, it becomes a tint (pink).

On the contrary, when a pure color is mixed with black, it becomes progressively darker and we call these color Values shades. However, the addition of black to a pure color darkens its Value so that it is almost always necessary to add some white or a tint, depending upon the desired result.

Some gray and black pigments contain a small amount of blue. When they are mixed with yellow they have a tendency to produce a greenish hue.

You can save time and simplify color mixing by using ready-mixed paint. Know your color circle, then select your color from ready-mixed paint and remember you can alter it three ways—

1. You can lighten it with white or a tint in a proportion that achieves the desired degree of lightness.

2. You can neutralize it with its opposite or a small amount of black or gray.

3. You can make it warm or cool by adding orange for warmth, or blue for coolness.

You can get an almost infinite variation of Value by adding increasingly larger portions of white or black to a color.

Different Values of colors create different effects. Light Values seem to increase the size of an object and also give the impression of distance. For example, small rooms appear larger if decorated in light colors.

On the contrary, dark Values are size-decreasing. Dark colors tend to make a room seem smaller. A sofa upholstered in light green will appear much larger than the same sofa upholstered in dark green.

It's important to be able to visualize basic colors with their variations of tints and shades!

The third characteristic of color



we call CHROMA (or intensity). It refers to the dullness or brightness of a color. A red Oriental poppy and a red brick are both red-orange, yet the two colors are different. The difference is in the quality of the color. The Oriental poppy is a pure, strong red-orange, while the brick is a dull red-orange.

A color in full intensity is a pure color. When neutralized by its complement or by black, or gray, it becomes a less intense color and duller. Both blue and red are comparatively dark and when these colors are mixed with black, the color disappears very rapidly.

Neutral or dull tones for general purposes are better in large areas. They are blending colors. But remember if too many neutral or grayed colors are used in a room, the effect is drab and dreary. So choose a color scheme of light and dark and bright, and your room will be alive and interesting.

Other colors with which a decorator has to deal are the grays. Gray is made either by mixing complementary colors, the three primary pigments in approximately equal quantity, or by combining black and white in various amounts

to produce different tonal Values of gray. In mixing the three primaries with white, it will be found almost impossible to prevent one of the colors from dominating, and this is particularly noticeable in the lighter tints, so that each gray will differ slightly in hue. For this reason it is again best to use a ready-mixed paint in a good gray and if necessary alter it to a warmer or cooler gray.

Memorize these 12 basic hues! Learn to recognize these basic colors no matter whether they are light or dark (value) or bright or dull (chroma)—warm or cool—and it will become easier for you to select colors for proper use.

Our fourth characteristic of color is TEXTURE (or finish). It refers to the presence or absence of luster or gloss. In the absence of luster the color is called mat. And here is the problem of the glossy surfaced paints appearing a little darker than the flat wall finish—unless you advise the customer correctly on this.

One important color trick that you can point out to Mrs. Jones—with the small-room, or the large room with many openings and

without proper balance, is to paint the door frames, window frames, and other trim the same color of the walls, including the unsightly fireplace.

Then, in these decorating-minded days, you may be called upon to spend a lot of time matching a wall paint color to color of a rough textured fabric. But you can advise her correctly on this, too!

The fabric has depth, which the painted surface does not, and will appear deeper in hue than the paint color, especially when it is hung in folds. So, if Mrs. Jones wishes to match the colors identically, she must choose a deeper paint hue than the eye-apparent color of the fabric sample.

In matching wall colors to a rug, the same "depth" factor is present, plus the fact that carpeting will appear different in tone, depending upon the angle at which you are looking at the pile.

Then there are rough textured walls. Because of the great number of small shadows produced, they make colors appear darker than do smooth surfaces. Keep this point in mind in selecting colors for any large areas in the room.



Cool enough for blankets every night, Hotel Mountain Lake is ideal for family relaxation. Located in the picturesque mountains of Virginia, there is swimming, fishing, golfing, sailing, horseback riding and the quiet peace of the great outdoors to enjoy. Colorful private cottages or fine hotel accommodations to choose from. Reasonable rates—American Plan. Opening date June 1st through Sept. 15th.



WASHINGTON  
Washington, D.C.



MONTICELLO  
Norfolk, Virginia

#### AFFILIATED NATIONAL HOTELS

ALABAMA	TEXAS
HOTEL ADMIRAL SEMMES.....Mobile	HOTEL STEPHEN F. AUSTIN.....Austin
HOTEL THOMAS JEFFERSON.....Birmingham	HOTEL EDSON.....Beaumont
DISTRICT OF COLUMBIA	HOTEL BROWNWOOD.....Brownwood
HOTEL WASHINGTON.....Washington	HOTEL BAKER.....Dallas
INDIANA	HOTEL TRAVIS.....Dallas
HOTEL CLAYPOOL.....Indianapolis	HOTEL CORTEZ.....El Paso
LOUISIANA	HOTEL BUCCANEER.....Galveston
ARNO HOTEL.....New Orleans	HOTEL GALVEZ.....Galveston
HOTEL DESOTO.....New Orleans	HOTEL JEAN LAFITTE.....Galveston
NEBRASKA	CORONADO COURTS.....Galveston
HOTEL PAXTON.....Omaha	MIRAMAR COURT.....Galveston
NEW MEXICO	HOTEL CAVALIER.....Galveston
HOTEL CLOVIS.....Clovis	HOTEL PLAZA.....Galveston
SOUTH CAROLINA	HOTEL LUBBOCK.....Lubbock
HOTEL WADE MARFONTE.....Columbia	HOTEL FALLS.....Marble
	HOTEL CACTUS.....San Angelo
	HOTEL MENGER.....San Antonio
	ANGELES COURTS.....San Antonio
	VIRGINIA
	HOTEL MOUNTAIN LAKE.....Mountain Lake
	HOTEL MONTICELLO.....Norfolk

## "Do It Yourself!"

(Continued from page 30)

coupon in a large newspaper advertisement announcing the free instruction — plus some word-of-mouth publicity — drew an enrollment of 90 "students."

The first lesson outlined the course and demonstrated proper use of tools. Customers observed through classes in carpentry; insulation, ceiling tile, and wallboard uses; dry-wall, gypsum, and plywood uses; asphalt tile, plastic tile, aluminum wall tile, and hardboard uses; concrete, cement, waterproofing application; trimming with millwork and glass, and painting and financing home improvements. During the course the instructors and class built an eight-by-eight-foot "classroom."

Instruction definitely was on the informal side, with Frank Wood, an employee of the Charlottesville Lumber Company, providing change-of-pace remarks as he carried out the instructions of visiting experts for using various materials. "It all goes to show that only an

amateur could do it," he quipped at the close of the school.

Hardly a one of such "students" goes home without finding some project around the house that he now believes he can do himself. One said he had a basement room he wanted to turn into a recreation room, even though he could hardly drive a nail at the beginning of the course.

"Textbooks" consisted of instruction sheets put out by manufacturers of the products demonstrated. Special attention was given to ways of cutting corners without weakening construction techniques, such as installing ceiling tiles over plaster for remodeling.

The four enterprising Charlotte dealers took advantage of product displays that were in the state for the Asheville convention of Carolina dealers to stage economically their "Building Products Parade" on March 24, 25, and 26. Manufacturers of building products, equipment, and supplies filled 34 booths with their wares and use demonstrations.

The exposition was open from 5 to 10 p.m. for three days, free of charge to all interested homeowners, planners, and builders.

Special invitations were sent to carpenters and contractors. The show attracted over 2,500 persons!

Factory representatives in the booths not only demonstrated the proper way to install materials and use tools, but answered the questions of callers. A small door prize was given to each person attending the show, and each evening one lucky person won a \$50 merchandise certificate.

According to Bob McClure, manager of one of the four retail firms that sponsored the Charlotte building products parade, all are pleased with the attendance by consumers and the increased business to date. He said the McClure Lumber Company traced about eight orders a day during the three-day show—and several a day since—to prospects developed among the visitors. Among these new customers were three couples who ordered materials for new houses as a result of their show attendance!

This show was beneficial in two other ways besides the direct sales results, McClure reported. One was that participation in, and reaction to, the show boosted the morale of his personnel. The other was that it heartened the exhibiting sup-

# WISE DEALERS



## CASH IN

with  
*"Premier"*  
**Threshold Plates**  
IN ALUMINUM AND BRASS



**FREE!** ATTRACTIVE "SALES MERCHANDISER"  
WRITE FOR INFORMATION TODAY!

### METAL TRIMS, INC.

P. O. Box 1072 · YOUNGSTOWN 1, OHIO  
P. O. Box 632 · JACKSON, MISS.

pliers over public interest in their products and the potential business it revealed.

"Many of the visitors stayed as long as two hours in the exhibit hall, watching demonstrations, asking questions, collecting literature, and making notes.

Attendance at the seven-day Do-It-Yourself Exposition in Miami, Fla., April 9-15, doubled that at previous shows in New York and Chicago, sponsors reported. Attendance exceeded 185,000 persons, who milled through 150 exhibits.

Spot sales and orders by the participating retailers and suppliers were estimated at \$300,000. Building materials exhibited by dealers and manufacturers included wood and metal windows, doors, plywood, paints, wrought iron, plastic laminates, floor tile, lumber, home shop tools, insulation, and others.

Exhibiting dealers included the Renuart Lumber Yards, Lindsley Lumber, Miami Millwork and Lumber Company, and the Alvin Builders Supply Company.

Several lumber dealers and material wholesalers have planned exhibits for the "Do-It-Yourself Show" of Oklahoma. It will be held May 16-23 in Oklahoma City.

## Portable Houses

(Continued from page 31)

ing. Inside, the company uses pine on 15-pound felt and gypsum board for walls. Floors are No. 1 red oak, with sub-floor. Roofing is a latch-type asphalt shingle weighing 230 pounds to the square.

Windows are aluminum weather-stripped, covered with bronze screens. Each house contains flush doors of birch or gum. Hardware is of a quality that carries a lifetime guarantee.

Homes are built at the lumber yard on pre-cast concrete blocks based on concrete pads, a more or less standard foundation for the area. This same foundation is recommended for the homes when moved to their permanent sites.

The price of a finished home delivered does not include cost of foundation, because some buyers prefer foundations of their own choice. However, if pre-cast concrete blocks and pads are used, the company lays these on the permanent site at \$2.50 per set of block and pad, making the house foundation cost from \$37.50 to \$80.

Moving the home from the lum-

ber yard to the site is on flat contract with a house-moving company (in which Lightfoot has a financial interest). The price of the home includes delivery.

"When we first started selling these units," Lightfoot said, "prospects frequently were skeptical as to our ability to move a finished home from our yard to the building site. We overcame this by guaranteeing not only to set the house on its foundation and level it but to make good any wallboard breakage or other damage that might occur. We haven't had to replace

a single foot of gypsum board in any home we have built and moved."

The Lightfoot Lumber and Building Company had difficulty at first in interesting loan companies in financing the homes. The idea was so different from the customary method of building and financing homes that some of them shied away from the program. However, in a comparatively short time, Lightfoot located a building and loan association in a nearby town where comparatively little home-building was in progress, which

# Another Marlite exclusive!



## The Famous GOOD HOUSEKEEPING SEAL Helps You Sell More Marlite

Marlite and only Marlite in Planks, Blocks, and Panels has been tested and approved by Good Housekeeping Institute. It is the *only* prefinished wall-panel that carries this famous seal which influences the purchases of one out of every two women in the United States.

Remember, this seal is *given* to no one. The product that has it, *earns* it. And Marlite has earned this sales-influencing seal by meeting every test for beauty, permanence, economy, ease of installation, easy maintenance. The GOOD HOUSEKEEPING SEAL is another big Marlite PLUS that makes your selling job easier!

Marsh Wall Products, Inc.  
Dept. 597, Dover, Ohio  
Subsidiary of Masonite Corporation

**Marlite®**  
PREFINISHED  
WALL and CEILING PANELING



Marlite is made with genuine  
Masonite® Tempered Duolux®

MARLITE PLANK AND BLOCK PATENT APPLIED FOR



needed to make more home loans.

The loan company now makes conventional loans on any purchases needing financing. Generally the buyer's lot, clear of debt, is sufficient to cover the down-payment, the final figure, of course, depending on the location of the lot and its appraised value.

The company started building these homes to provide an additional sales outlet for lumber and building materials, with the idea of building them for future sales. However, Lightfoot says that he has not been able to catch up with orders thus far. He has been from two to six orders ahead of building since he started the plan.

When and if he does catch up with orders, it is his plan to keep his workmen busy building a variety of homes from the 12 standard plans selected, for future sale.

He has promoted the idea mainly through a few small newspaper ads and personal contacts.

A sign on the highway in front of the lumber yard has brought in several orders. The sign features the new idea in homebuilding and invites inspection of homes being constructed in Lightfoot's lumber yard.

## Control Records

(Continued from page 33)

**Retail Val.** — this is determined by adding freight, if necessary, to cost of merchandise, plus percentage of mark-up.

**% Gr. Profit** stands for percentage of gross profit. This is computed by deducting cost plus freight from the selling price and dividing the result by the selling price.

**Price Book Change** — requires us to check retail value of merchandise received with present price in our Price Books and, if necessary, to make correction.

**Charge to** — this is marked "Purchases" unless the invoice covers an expense or non-merchandise item. Then such an item is detailed.

**Payment Auth.** This is initialed when payment is in order and given to the accounting department for payment.

For informing the customer of the order arrival time and for control of billing, adjustments, and re-

Date Mdse. Rcd.	_____
Rec. Tal. Att.	_____
Price Checked	_____
Exten. Checked	_____
Frt. Deducted \$	_____
Added \$	_____
Retail Val. \$	_____
% Gr. Profit	_____
Price Book Change	_____
Charge to	_____
Payment Auth.	_____

As soon as a vendor's invoice arrives at the Wright-Bachman office in Charleston, it is imprinted with the above control information from a rubber stamp. What each listed item involves and entails is described in the accompanying article by Bob Briggs.

turns, our shipping department maintains a daily record book of all shipments made.

This record is kept by the day, with both the day of the week and the date filled in on each page. Then, the following information is recorded in horizontal columns: driver's initials, time of departure, estimated time of arrival, customer's name, customer's address, type of delivery (paid, collect, charge), and the invoice number for the shipment.

Certain of this information helps us to check on the production and efficiency of our drivers, too.

Our customer invoices are made out in triplicate, too. The copies are routed for the usual purposes. Two copies in the office at all times protect us against claims of non-purchase or non-shipment or mis-billing.

We wouldn't dare attempt to run our business to make money and keep our customers happy without control records like these to keep everybody straight!

## Biggest Home Week Yet

The National Assn. of Home Builders is planning the biggest National Home Week for 1954 ever conducted. During the week of September 19-27, several thousand new homes will be on display from coast to coast.

More exhibits of building materials are planned for various localities, and more TV and radio shows are scheduled, with Hollywood stars participating in some of the events.

## MAKE THIS YOUR BEST YEAR!

**STOCK  
Fast-Selling...**



**Economical!  
Proven in Use!  
The Preferred  
Thinner!**

Painters and home-owners prefer safe, sure Tandrotine for thinning paint, enamel, or varnish. Long leveling. High flash point. Promotes even flow. Slow drying. Has a pleasant odor.

Tandrotine is also superior for many other uses such as cleaning brushes and removing grease and wax.

Stock up now and enjoy more sales, extra profits.

Order from your jobber.

Gallons  
Quarts, Pints  
Half-Pints



**TURPENTINE & ROSIN FACTORS, INC.**  
SAVANNAH, GA. • EL PASO, TEX.

## Paneled Store

(Continued from page 32)

right over the old and worn sides.

Elm plywood paneling is used on the walls of the drafting room. The bookkeeping department features cherry paneling, also run both vertically and horizontally. The floor is of oak blocks.

Acoustical tile covers the ceiling. Plastic tile provides an easy-to-clean floor throughout the display room and the drafting room.

Above the downstairs display room is another room about the same size. This room displays more building products and provides a place for employee meetings for presentation and discussion of new lines.

A lumber dealer since 1914, Eubank was fortunate in having a site that is on a recently-completed four-lane highway into Lexington. His plant covers four acres and includes sheds for storing 1,000,000 feet of lumber, a planing mill, and millwork shop. His firm has 60 employees.

Eubank's hobby of raising cattle and horses was the subject of a feature in the November, 1950, SOUTHERN BUILDING SUPPLIES.

## Jobber's Warehouse

(Continued from page 34)

office is at right end. Executive offices are on the second floor of the bricked front end of the building.

Manager of this wholesale firm is E. R. Wilson. He and his associates bought the old Becker Coal and Builders Supply Company in 1943 from the widow of Founder C. J. Becker. He began the business in 1921, primarily as a coal retailer, with one mule, one employee, and a car of coal. He started jobbing materials about 1925.

Among the lines handled by this wholesaler for dealers in eastern Virginia and the Carolinas are Flintkote asbestos siding, trim, Unique sash balances, Bondex cold water paint, bathroom cabinets, caulking compound, cedar closet lining, dampers, attic stairways, Modernfold doors, Hasko flush doors, screen doors, louver doors, garage doors, Masonite hardboard, Barclay prefinished tileboard, hardware, Celotex insulating board, lintels, mahogany paneling, Lucas paints, plaster aggregate,

plywood, insulating mineral wool, aluminum tension screens, stock rails and porch columns, Firpine door and window trim, Rockwell window units, aluminum windows by Ware, Leigh foundation vents and ventilators, and Woodlife wood preservative.

## Honor Florida Forester

Woodmen of the World recently presented State Forester C. H. Coulter a plaque in national recognition of his achievements in Florida forest

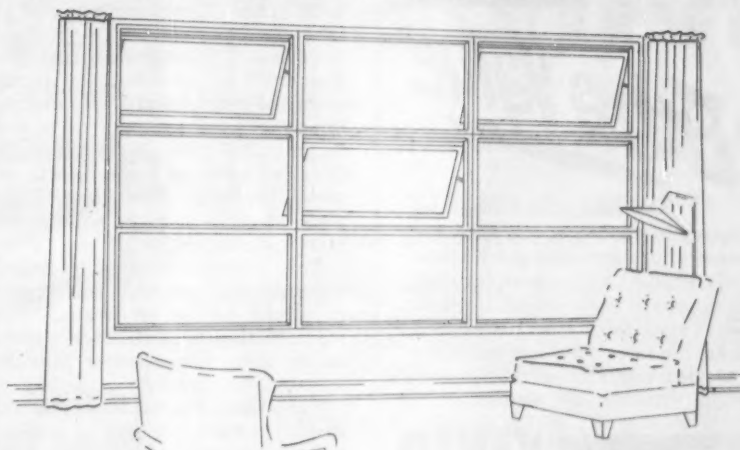
conservation. Richard Ervin, state attorney general, presented the plaque at a banquet in Tallahassee.

## Boosts West Coast Woods

The Retail lumber dealer is to be the "hero" of a new advertising campaign sponsored by the West Coast Lumbermen's Assn.

This campaign will urge the public to visit their local retail lumberman to see the beauty of West Coast woods. The program includes TV, magazine, movie trailers, and literature—at a cost of \$600,000.

# The NEW National Outlook

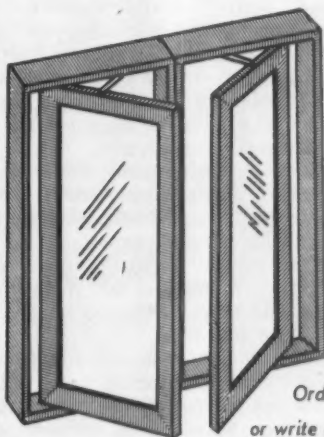


## National PANEL Window

This versatile newcomer brightens a builder's outlook by giving him a faster, better job at less cost.

Panel units arrive on the job complete, ready for the rough wall opening. They can even be ordered factory-assembled into window walls, ribbons, stacks, or rows of casements.


Write for our new folder.



Dealers:

Order from your jobber  
or write us for his address.

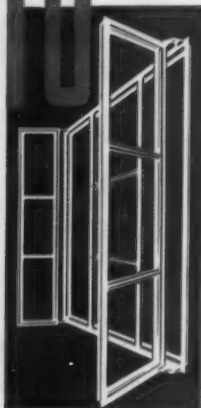
NATIONAL WOODWORKS  
Box 5416 Birmingham 7, Ala.

**NATIONAL**  
  
**WOODWORKS**

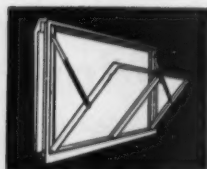
# VENTO

THE  
BONDERIZED  
STEEL  
WINDOWS  
OF

*Extra Value*



All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.



**VENTO**  
**BONDERIZED**  
**'CHAMPION'**  
**BASEMENT**  
**WINDOWS**

14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

Also ask about the extra value in:  
VENTO "THRIFTY" BASEMENT WINDOWS  
VENTO FORMED STEEL LINTELS (FOR BLOCK  
AND BRICK CONSTRUCTION)

Vento "Champion" Barred Basement Windows  
Vento "Champion" Utility and Barn Windows  
Vento Thrifty Utility and Special Type Windows

Write us for full information

Some desirable territories are open  
for representatives and distributors.  
Write for particulars.

**VENTO** STEEL PRODUCTS  
CO., Inc.

253 Colorado Ave., Buffalo 15, N. Y.

## Surfacing Plastics

(Continued from page 36)

Most home-owners think of plastic laminates for use in a few spots where greater protection against marring and staining is desired. But salesmen may enjoy telling prospects of one large, expensive home that was made virtually maintenance-free on the inside through use of this durable material.

All three bathrooms featured combination lavatories and vanities covered with plastic laminates. The same covering in various patterns was applied to sink tops and all work spaces in the kitchen and utility room. Formica Realwood — 1/85 inch of beautifully grained wood sealed in laminated plastic — was used for paneling the living room and library walls, eliminating forever the need for polishing and waxing of ordinary wood paneling. Curtain valances were made to match the walls. Even the ceilings were of solid plum or solid beige plastic laminates.

This material also offers many work-saving features when used in small homes on walls — a wainscoting in a children's room or an area where water may be splashed frequently.

**Furniture.** Plastic laminates for furniture have two special appeals to young home-owners. After making a down-payment on a home, most new families have little money left for complete furnishings. "Really good" pieces are beyond budget limits. Laminated plastic panels offer an opportunity to the handyman to make many simple pieces of furniture without the problem of finishing wood surfaces or paying for plywood with better grades of veneers.

Some manufacturers offer free plans for desks; dining room, end, and coffee tables; bookcases; vanities; cabinets, and chests.

The second appeal is to the family with small children. Furniture with plastic-laminate surfaces is "child proof."

Any time a customer mentions "waste" in connection with the piece cut out for the bowl in sink-tops, you have a good come-back. Such pieces run about 21 inches by 32, 42, or even 60 inches. They can be effectively used to cover children's tables, cocktail tables, handy trays for refrigerator tops, and shelves.

**Advertising.** Most plastic laminate manufacturers offer excellent advertising mats at small cost or free, plus radio spot scripts, literature, and display cards. But whatever medium of advertising you find most effective in your community or from what source you get advertising material, make sure you get across this idea to the public:

"Let us show you how easily you can modernize your bathroom, kitchen, etc., at low cost."

Since plastic laminate is another material that the public in general regards as anything but "low cost," typical improvements made by the home-owner himself can be priced in ads to overcome this. Prove that the custom look need not mean a custom price.

You might also point out that the best quality plastic laminates handled by building material dealers compete in price with those handled by mail-order houses — and the dealer is as close as the nearest telephone in case installation advice is needed in a hurry.

**Also stress** the resistance of plastic laminates to all household chemicals and its permanent beauty.

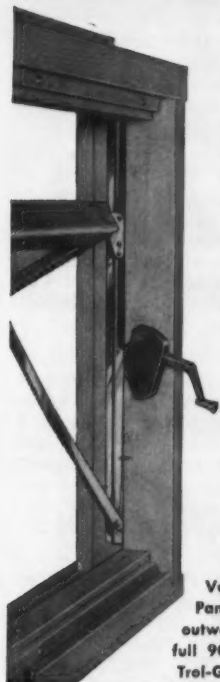
To really create greater community interest in this product for home uses, you can hold special demonstrations in your sales room at night. Invite the public through direct-mail and newspaper advertising to learn, first-hand, how to cover a kitchen workspace, table, or wall. The demonstration should be followed by an introduction of all colors and patterns. Each guest should be given literature.

One dealer is selling more plastic laminates through a tie-up with a local plumber. Cabinet tops and bathroom vanities are available through the plumber, so that he is virtually a salesman for the company. Since many people contact a plumber first when thinking of renovating a kitchen or bathroom, this dealer gets business he might otherwise have missed.

Start a file especially for "plastic laminate prospects." Whenever materials are delivered to a home — or any other excuse presents itself for viewing the kitchen, bathroom, and other areas — have the employee involved to report conditions in the home. This often leads to the information that a breakfast nook has become shabby or that the bathroom is old-fashioned in appearance and could be brightened with plastic laminate and other materials.



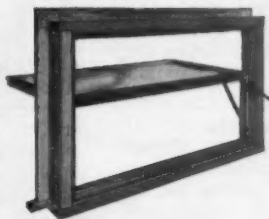
**both sides of windows can be washed from the inside with the new Grand Rapids Ven-Trol-Gear**



The popular new Grand Rapids "Ven-Trol-Gear" opening mechanism for window ventilating panels in the modern multi-panel window systems offers many exclusive advantages that appeal to owners of residential, monumental and commercial buildings. It swings ventilating panels outward and downward to any degree of opening desired to assure full view as well as the most efficient ventilation regardless of weather . . . opens and closes windows smoothly, quietly and easily . . . and permits easy washing of both sides of the window panes from the inside. See other important features listed below.

**VEN-TROL-GEAR**  
VENT PANEL ACTUATOR  
FOR PANEL WINDOW SYSTEMS

Ventilating Panels open outward to a full 90°. Ven-Trol-Gears are available in 5 sizes handling a minimum of 15 openings.



## MOST PRACTICAL AND EFFICIENT OPENING MECHANISM AVAILABLE TODAY

### CHECK THESE FEATURES:

1. Fingertip gear-operated control — nylon rollers assure smooth, noiseless operation.
2. Operating mechanism fully concealed including hinging mechanism.
3. Handle grip location adjustable down 15° from horizontal position.
4. Positive locking mechanism fully concealed except for operating lever.
5. Designed for use on wood or metal windows

with minimum frame opening height 1' 0" . . . maximum sash weight 40 lbs.

6. Can be used with any type of glazing up to 1" including double glazing.
7. Can be used with any wall thickness or trim as mechanism is integral part of window.
8. Quick, easy installation —exposed controls finished in antique bronze enamel with special finishes available on request.

**Make your A. B. C. for 1954... "Always be Competitive"**

**WRITE FOR ILLUSTRATED LITERATURE TODAY!**

**GRAND RAPIDS HARDWARE CO.**

GRAND RAPIDS 2, MICHIGAN

NEW YORK • LOS ANGELES • DANBURY, CONN.



Let it Rain...  
**SISALKRAFT**  
Means  
**Steady Profits!**

**Millions of Square Feet are Sold Week After Week**

**FOR INSTANCE, RIGHT NOW:** Every builder and every farmer needs tough waterproof Sisalkraft to protect machinery and materials against bad weather.

### SISALKRAFT HAS DOZENS OF OTHER USES

**BUILDERS USE IT —** For waterproof membrane between fill and slab • Under finished flooring • For curing and protecting concrete • For "closing in" jobs in progress.

**FARMERS USE IT —** For farm construction • For snow barriers • For temporary and trench silos • For doors and tops of permanent silos • For haystack covers.

For information, samples, posters, ad mats, literature, write Dept. SB5-5, Attleboro, Mass.

AMERICAN  
**SISALKRAFT**  
CORPORATION

Attleboro, Mass. • Chicago 6, Ill.  
New York 17, N. Y. • San Francisco 5, Calif.



# J.M.J. TILE CUTTERS

Tools of quality for quality workmanship. Each J.M.J. cutter is expertly and exactly designed for the types of tile designated.



MODEL WFT-2

**cuts wood and resilient floor tile**

9" x 9" sq. or diag. • 12" x 12" sq.

MODEL MPT-1

**cuts and bevels metal wall tile**

up to 5" x 5" sq. and diag.



MODEL FT-1

**cuts all resilient floor tile**

9" x 9" sq. and diag. • 12" x 12" sq.

PAT. No. 2641845

**cuts plastic wall tile**

including 8 1/2"



MODEL PT-91

**BLADE RESHARPENING SERVICE**

**DEALER RENTAL PROGRAM AVAILABLE**

**WRITE FOR LITERATURE AND NEAREST DISTRIBUTOR TODAY.**



**J.M.J. INDUSTRIES**  
Engineers - Manufacturers

228 CENTREVILLE AVENUE  
BELLEVILLE, ILLINOIS



## helpful literature

**HARDBOARD IDEA BOOK.** A new book of ideas—suitable for a dealer's home-planning center or for give-away literature for home workshop owners—helps sell Masonite Presdwood hardboard panels. It shows uses for every room in the house, plus ideas for furniture and built-ins. Price, 50 cents. Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill.

**CLEANING BRICK.** A new cartoon-illustrated folder gives 11 steps for cleaning brick, after laying is complete and bits of mortar are left. It was prepared by the Southern Brick and Tile Manufacturers Assn., Dept. SBS, 1328 Candler Building, Atlanta 3, Ga.

**TRANSLUCENT PANEL USES.** Two new pieces of literature show uses of Plexolite translucent glass-fiber-reinforced polyester resin panels. One gives specifications and lists uses for homes, offices, business, and industry. The other, suitable for the home handyman, tells how to work with the panels. Plexolite Distributing Co., Inc., Dept. SBS, 4223 West Jefferson Blvd., Los Angeles 16, Calif.

**PREFINISHED PANELS.** Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio, offers a new catalog on Marlite prefinished wall and ceiling panels, planks, and blocks. It shows full-color views of installations in homes, offices, and commercial establishments. Also included is information on mouldings and other accessories for installation.

**HEAT, COOLING CATALOG.** A new catalog gives specifications and advantages of Coleman air-conditioning units, floor furnaces, gas wall heaters, water heaters, space heaters, and accessories. The Coleman Co., Inc., Dept. SBS, Wichita, Kan.

**NAILS VS. STAPLES.** "The Effectiveness of Nails Versus Staples for Fastening Underlayment" is a report on research conducted by Virginia Polytechnic Institute's Wood Research Laboratory. It includes charts on average withdrawal resistance. The investigation was sponsored by the Independent Nail and Packing Co., Dept. SBS, Bridgewater, Mass.

**STRIATED HARDBOARD.** Two new booklets explain the advantages and uses of striated hardboard paneling made by the Columbia Plywood Co., Dept. SBS, Skinner Building, Seattle 1, Wash. One covers Kalabond and its hardboard surface bonded under pressure to a plywood backing, used on interior walls. The other covers Kalatex, used on either interior or exterior walls.

**STEEL INTERIOR DOORS.** A new booklet pictures and sketches installation details of Amweld steel in-

terior doors, including sliding closet doors as well as sliding and flush doors between rooms. American Welding and Manufacturing Co., Building Products Division, Dept. SBS, 400 Dietz Road, Warren, Ohio.

**BRUSHED PLYWOOD** paneling is the subject of a new brochure that shows a variety of Ripplewood installations. Among those shown are walls in stores, showrooms, restaurants, cocktail and theater lounges, club rooms, and every room in the house. Georgia-Pacific Plywood Co., Dept. SBS, Southern Finance Building, Augusta, Ga.

**STEEL FRAMING.** Lightsteel studs, joists, and accessories are the subject of a new catalog that gives complete specifications, engineering data, and safe loads. Several new Lightsteel sizes have been added to facilitate complete framing of residences and larger structures. Penn Metal Co., Inc., Dept. SBS, 205 East 42nd St., New York 17, N. Y.

**OUTDOOR FIREPLACES.** "Donley Outdoor Fireplaces, How to Build Them" has been released in a fourth edition to inspire home-owners to build their own outdoor eating areas. It shows photographs of many styles of fireplaces and shows the various fireplace units available with which to build them. 50 cents from Donley Brothers Co., Dept. SBS, 13970 Miles Ave., Cleveland 5, Ohio.

**INSULATION.** "Building and Home Insulation" is the subject of a new illustrated folder released by the Baldwin-Hill Co., Dept. SBS, Trenton, N. J. It tells how to apply mineral wool batts and blankets in structures. Data on thermal conductivity, density, and vapor barrier are included, along with specifications.

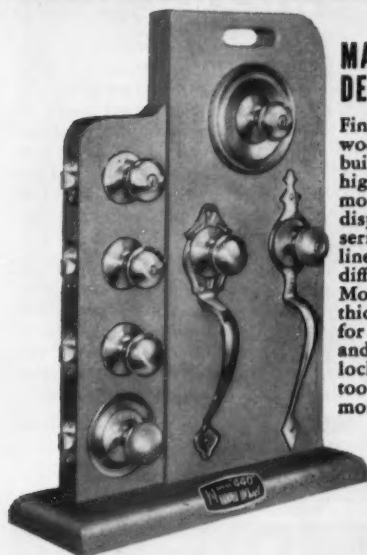
**SAFETY CHIMNEY.** A new folder explains the ease of installing a Van-Packer packaged masonry safety chimney with "Brick-panel" housing. It tells how the builder can save money, yet offer the conventional appearance of a brick chimney. Van-Packer Corp., Dept. SBS, 209 S. LaSalle St., Chicago 4, Ill.

**HARDWOOD PLYWOOD.** The story of hardwood and its manifold uses is told in a new 20-page booklet, "A Treasury of Hardwood Plywood." It is published by the Hardwood Plywood Institute, Dept. SBS, 600 S. Michigan Boulevard, Chicago, Ill. One feature of the booklet is a "color wheel," showing in their natural colors the wide range of hardwoods available in plywood form. The cover shows full-color samples of six plywoods. The booklet shows the varied uses for hardwood plywood, from wall decoration to boat building.

## PROFIT-BUILDING COUNTER DEMONSTRATORS

to help you sell

**NATIONAL LOCK** *sets*  
PATENT APPLIED



### MASTER DEMONSTRATOR

Finished in natural wood, this sturdily-built, compact (23½" high by 17½" wide) demonstrator attractively displays the complete series "440" lockset line. Also shows several different finishes. Mount is built in two thicknesses . . . 1-3/8" for interior locksets and 1-3/4" for exterior locksets. An ideal sales tool, which will make money for you.



### 5" BACKSET DEMONSTRATOR

An 11" high by 11-7/8" wide demonstrator that graphically illustrates the 5" backset feature of NATIONAL LOCK-sets. Furnished in Bright Brass unless other finish requested.



### "5-in-1" DEMONSTRATOR

Here is a demonstrator only 16" high by 10½" wide, yet it includes four most popular "440" Series locksets, as well as a beautiful exterior door handle. Compact, complete.

**MODESTLY PRICED . . .**

**BUY THEM FROM YOUR WHOLESALER**

**Distinctive Hardware...All from 1 source**



# HIDALIFT

the completely  
modern  
**SASH BALANCE**

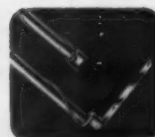


## speeds up new construction sales!

New construction really sells faster when you add Hida-lift's exclusive "sell" features to your buildings. And no wonder! 100% concealed — it boasts positive lifting power provided by the highest quality coil spring. Smooth-as-silk in operation, the new, improved Hida-lift is designed for easy, fast installation. Truly the most modern sash balance ever made . . . acclaimed by builders, contractors and homeowners — everywhere!

### TWO TYPES OF ATTACHING BRACKET

Tension is applied DURING installation by winding hinged bracket arm (on "L" type); AFTER installation by turning tensioning screw on both "L" and "Cup" types.



Quality Products  
For Over A Century

For literature, detailed information and prices, contact your nearest representative.

**GEORGE F. CURRIE**

3105 Roswell Rd., N.E., Atlanta, Georgia

**LAURENCE J. BALDWIN & SON**

306 Carondelet Building, New Orleans 12, La.

**FRED H. ZIMMERMAN**

2608 Reagan Street, Dallas, Texas



Backed by 12 years  
development and use

# New

## TYPE "A" PLASWOOD PANEL

An extra-strength panel board, made from specially treated long wood fibers. Made in two densities—one as sidewall sheathing—one as underlayment for asphalt and rubber tile, linoleum, wall to wall carpeting.

High resistance to indentation—exceptional nail-holding power—strong bracing qualities—these, along with positive lower cost of Plaswood make it the answer to stronger, more economical construction.



# Plaswood

Southern Plaswood Corporation  
Hope, Arkansas

Send this coupon today. ○

Southern Plaswood Corporation  
Post Office Box 123  
Hope, Arkansas

Please send me the facts about Plaswood and the name of your nearest jobber or dealer.

I am:

- ☐ Home Owner    ☐ Contractor  
☐ Material Dealer    ☐ Architect

Name.....

Address.....

## STRICTLY wholesale

ATLANTA, GA.: The largest shipment of Textolite plastic laminate to Georgia to date was delivered to the **Atlanta Oak Flooring Co.** recently, according to Kenneth G. Cooper, Southeastern district manager of the General Electric Company's chemical division. It was a boxcar load.

ROCK HILL, S. C.: Joe Wise, assistant manager of **Hambright and Co.**, wholesale lumber firm, was appointed to serve as acting postmaster of the Rock Hill post-office. A past-president of the Rock Hill Jaycees, he is active in many civic affairs.

BATON ROUGE, LA.: A fire causing damages up to \$250,000 recently destroyed the warehouse of the **Baton Rouge Sash and Door Co.** The one-story 200'x150' frame building held wood, sash, hardware, and glass.

DALLAS, TEX.: The **Royal Glass and Mirror Co.** is now distributor in the Dallas-Fort Worth area for products of the **Horizon Door Co.** of Glendale, Calif. The firm manufactures sliding glass patio doors.

CHARLOTTE, N. C.: The J. E.

**Elrod Lumber Co.** is now doing business from an efficient, new warehouse at East 36th Street and Cullman Avenue here. This company wholesales plywood, panel and flush doors, molding and trim, insulating and building boards. It is owned and run by three partners, J. E. Elrod, the founder, Stanley R. Elrod, and Craig Elrod.

CHARLOTTE, N. C.: **C. R. Graybeal and Sons**, of Roan Mountain, Tenn., have opened a warehouse in Charlotte for quicker distribution of Watauga hardwood flooring, trim, and mouldings and Air-Lite vermiculite plaster aggregate, concrete aggregate, and insulation fill. J. L. Troutman and his wife are in charge of the warehouse.

NORFOLK, VA.: The **Davis Distributing Corp.** has been awarded the franchise for Republic Steel Kitchens in the Tidewater area of Virginia and eastern North Carolina. The firm was chartered a year ago by John C. Davis, kitchen specialist, and two building development contractors, Ed Grigg and Sam Kornblau.

DALLAS, TEX.: R. C. Jak Fields Jr. is manager of the new branch warehouse here of the **Wilson Oak Flooring Co.** He was manager of a lumber company for the last two years and previously was associated with several plywood companies.

GIDEON, MO.: Mayor W. H. (Ben) Lunbeck has been re-elected to a



### ROYAL TILE OPENS NEW ORLEANS BRANCH

This modern showroom will help sell Royal ceramic tile in New Orleans, La.—the newest branch opened by the Royal Tile Co., Fort Worth, Tex. Inspecting the display are, left to right, Joe Robbins, regional Royal representative; Armand Ganucheau, manager of the new warehouse, and Miss Mona Gabel, decorating expert who will help customers make selections. In addition to stocking 18 colors of Royal glazed floor and wall tile, the company stocks related products of other manufacturers.

There's  
no sales  
resistance

TO  
OUTDOOR  
PLEASURE!



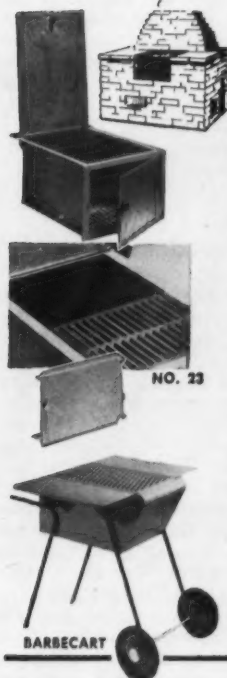
... WHEN YOU STOCK  
THE **Donley** LINE

Dealers throughout the country are discovering that **DONLEY** outdoor fireplace units sell themselves! Customers find that the **DONLEY** line meets all their requirements.

Designed to conform with modular construction, the No. 23 unit (shown) is easily removed for cleaning and winter storage. The sturdy steel frame has projections for grates at three levels... aluminum top and firedoor are standard components.

Quick, profitable sales are yours when you stock the **BARBECART** (No. 36). Compact... lightweight... easy to handle... economical... this new rubber-wheeled portable barbecue is another unit in the **DONLEY** outdoor line.

FREE! to all dealers a sample copy of this 50¢ booklet telling all about outdoor fireplaces.



**Donley**

1945-DR

**THE DONLEY BROTHERS COMPANY**  
13905 MILES AVENUE • CLEVELAND 5, OHIO

Extra profit sales  
waiting for you



YOU CAN DOUBLE  
YOUR HARDWOOD  
PLYWOOD SALES  
WITH THIS SIMPLE,  
SELF-IMPLEMENTING  
PROMOTION IDEA...

SELL 'EM  
HARDWOOD PLYWOOD  
PANELING TO MATCH  
THEIR FLUSH DOORS



**YOUR TIE-IN PROMOTION  
KIT MAKES SALES FOR YOU  
EASY AS A-B-C**

Contains colorful selling folder you can get in quantity for direct mailing or counter distribution... eye-catching display material... ad mats... publicity releases... installation and finishing direction sheets and "do-it-yourself" plan folders. It's yours free!

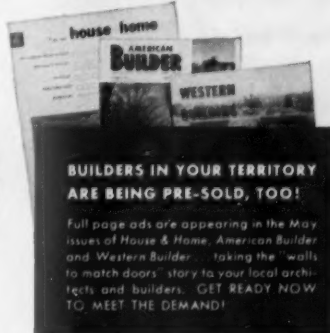
**ASK YOUR SUPPLIER FOR  
YOUR KIT... TODAY...  
or write direct to Hard-  
wood Plywood Institute.**



Be sure this seal is  
on every panel... it  
will help you sell!

**HERE'S HOW YOU CAN  
GET YOUR SHARE OF  
THIS BIG READY-MADE  
MARKET... NOW**

Thousands of homes in your community contain beautiful hardwood plywood flush doors. Every one of these homes... like every new flush door customer... is a pre-sold prospect for wall paneling to match. Through nationwide publicity this spring, the Hardwood Plywood Institute is taking the "walls and doors to match" story to these prospects of yours. In addition, your distributor supplier has ready for you a complete tie-in promotion kit. He'll help you plan your display... and back you up with inventories for fast delivery.



**BUILDERS IN YOUR TERRITORY  
ARE BEING PRE-SOLD, TOO!**

Full page ads are appearing in the May issues of *House & Home*, *American Builder* and *Western Builder*... taking the "walls to match doors" story to your local architects and builders. GET READY NOW TO MEET THE DEMAND!

**HARDWOOD PLYWOOD INSTITUTE**  
600 South Michigan Avenue • Chicago 5, Illinois



Suggest a



## Screen Door Grille

**RING UP AN EXTRA SALE!**

*Selling TFC screen door grilles is that easy!*



**Big market  
Good profit  
Popular priced  
Easy to display  
Easy to stock  
TFC quality**

.....

## TFC Grillettes, too...



**for  
screen doors  
and picture  
windows**



*Order from your jobber today, or  
write for literature and prices*



**TENNESSEE FABRICATING COMPANY**  
America's Foremost Ornamental Iron Plant  
1538 Grimes St., Memphis 6, Tenn.



second term as chief executive of Gideon. He is also manager of the wholesale lumber department and shipping department of the **Gideon-Anderson Lumber Co.**

**RICHMOND, VA.:** A charter of incorporation has been granted to the **Osborne Building Supply Corp.**, listing capital stock at \$100,000. Joseph M. Osborne is president and treasurer and Beulah Mae Osborne is secretary.

**NEW ORLEANS, LA.:** The **Overhead Door Co.** has been made wholesale distributor for Ra-Tox Fashion-fold folding doors, made by the Hough Shade Corp.

**GREENVILLE, S. C.:** The **Ramseur Equipment Co.** has been granted a charter of incorporation to distribute building supplies, heating and air-conditioning equipment, and related items. V. D. Ramseur Jr. is president.

**ATLANTA, GA.:** Milton C. Sarraan, manager of the **Atlantic Steel Company's** warehouse division, has been named president of the Southern chapter of the American Steel Warehouse Assn. Sarraan joined Atlantic Steel in 1933 and has managed the warehouse division since it was formed in 1947.

**JACKSON, MISS.:** The **Jackson Wholesale Building Supply Co.** has been organized here by Woodrow W. Bailey, president, and W. J. Ward, secretary-treasurer, to distribute building materials. Ward serves as manager of the firm, which will occupy the office and warehouse building at 230 Thompson Street. It previously was used for the same type of business by John Kochtitsky.

**FORT WORTH, TEX.:** W. S. DuBose and Robert E. Fiesler, as president and vice-president, respectively, have organized the **Apache Co.** at 317 South Jones Street here to wholesale lumber products by the carload from warehouse stocks. They will specialize in oak flooring, West Coast woods, ponderosa pine, and Southern pine lumber. DuBose formerly was with the Lancaster Corp., and Fiesler ran his own lumber firm.

**GREENSBORO, N. C.:** Pegram-West, Inc., veteran building material dealers here, have opened a new wholesale division under the name of the **Building Supply Co. of Greensboro.** It features a complete line of Certain-teed products and other building materials.

**MEMPHIS, TENN.:** Five new products distributed by **Central Woodwork, Inc.**, were shown to the more than 100 retail dealers attending the company's recent barbecue and merchandising clinic here on Ideal products. These products included an awning window unit, shadow box panel window unit, ornamental screen door, three-panel "Rancho," and the new Glendale fireplace mantel.

## Even "The Old Goat" Needs More Rudiments!

W. E. Difford, managing director of Douglas Fir Plywood Assn. and recognized as the master salesman of the plywood business, had to look twice and hang on when he opened the first gift on his last birthday. The gift? A primer on the rudiments of selling!

It was all part of the fun at a 64th birthday party in Memphis, Tenn., organized by plywood mill sales representatives. Difford was in Memphis to address the Southern regional meeting of the National Plywood Distributors Assn.

Chairmanned by Ross Hunnicutt, the party was attended by some 50 mill representatives, jobbers, and distributors. Most of them were old friends and fishing cronies of Difford, who was highly active in the lumber business in the South earlier in his career.

Friends toasted "Diff" and then he made the first cut in a 2x3-foot birthday cake, topped by a statue of a goat. It carried out the decorative theme of the occasion, "Happy Birthday To The Old Goat," as he is sometimes called by his intimates.

## Offers Screen Fastener

The National Plastic Products Co. of Odenton, Md., has developed a new product for sealing either saran or metal screening to frames.

Called Wynene 14 spline by its Southern manufacturer, this product is said to be highly resistant to weather, fungi, acids, alkalies, or other chemical agents. It can't rust and has excellent light, heat, and dimensional stability.

The manufacturer offers free samples upon request.

## Wins "Freedom" Award

An advertising campaign by the American Lumber Corporation, Philadelphia, Pa., has been awarded the George Washington honor medal by the Freedoms Foundation at Valley Forge, Pa. The award was in recognition of the lumber concern's 1953 advertising series, "A Portfolio of Great Americans."

This series was the latest campaign for better understanding among free men to which the corporation has devoted the bulk of its advertising funds since World War II. It comprised 12 blotters, issued monthly, depicting great Americans and expressions of their personal beliefs as related to the American heritage of freedom and brotherhood. Men and women from all walks of life, living and dead, of all races and religions, were represented in the series.




When **QUALITY** and **SERVICE** count  
call for

# G-P-PLYWOOD -LUMBER -DOORS



You buy with efficiency, economy and confidence when you buy from Georgia-Pacific. And one call does it all . . . so call your G-P office for fast deliveries of every species, size and grade of plywood and lumber.

**G-P PRODUCTS**—G-P Ripplewood Textured Paneling • GPX Plastic-faced Plywood • G-P Crownply Hardwood Plywood • G-P Plysheet Southern Plywood • Douglas Fir Plywood • Giant-sized Scarfed Panels • Fir Pattern Doors • Hardwood Flush Doors • Cypress and Redwood Lumber • Southern Pine • Southern Hardwood Lumber • Western Lumber • Treated Lumber and Timbers • Residential and Factory Flooring • Mouldings.

 **GEORGIA—PACIFIC**  
PLYWOOD COMPANY  
SOUTHERN FINANCE BUILDING,  
AUGUSTA, GA., CALL 2-8383

## ORDER STONE MOUNTAIN ALUMINUM SCREEN

THE QUALITY SCREEN FOR QUALITY JOBS

- Full-size Alcoa Alclad Wire
- Full mesh count—Double selvage
- Lightweight—never needs painting
- Won't stain masonry or woodwork
- Lowest cost in the long run
- Carefully woven by skilled workmen on precision equipment
- Meets Bureau of Standards CS 138-49

We have the only electric baking oven in the country for careful control of the quality

*Permaguard* COATING

Southern Made for Southern Requirements

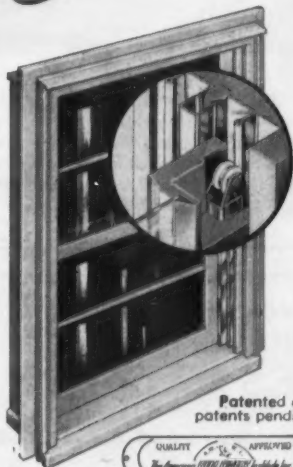
CALL COLLECT FOR CURRENT PRICE LIST

### WHITEHEAD WOVEN WIRE CO.

Mail: Box 488 • Emory University, Georgia  
Plant at Snapping Shoals, Covington, Ga.  
Phone Collect, Covington, Georgia • 4068

*Huttig*

**ROLL-LIFT**  
WINDOW UNIT



THE WINDOW THAT  
**ROLLS**  
UP AND DOWN

A New Principle  
Eliminates  
Weatherstrip Drag  
Makes Windows Easy  
to Raise

— Plus —  
**REMOV-A-MATIC  
SASH**

Which Can Be Easily  
Removed and Replaced



Patented and  
patents pending.



By Laboratory Test Qualified To Bear  
Above Quality Approved Seal  
Conforms With Commercial Standard  
CS 190-53

**HUTTIG SASH & DOOR CO., ST. LOUIS, MO.**

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. •  
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• Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash &  
Door Co., Memphis, Tenn. • Nashville, Tenn.

## ANCO Bag Trucks Pay For Themselves

**EXCLUSIVE...**

Only in an ANCO bag truck can you get the exclusive MOSE-PLATE wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.



**FREE**  
(and easy)  
plan for  
pallets  
furnished

**For Bagged Goods,  
Shingles, Lath,  
Case Goods**

Mail coupon for details of  
**FREE TRIAL OFFER.** It's a  
money-maker and a back-saver.

**ANTHONY TRUCK CO.**  
Paducah, Ky.

Send price and literature that shows  
how we can unload and load out cars  
and trucks in half the time with half  
the effort.

Name \_\_\_\_\_ Firm \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



## 10 New PC Members

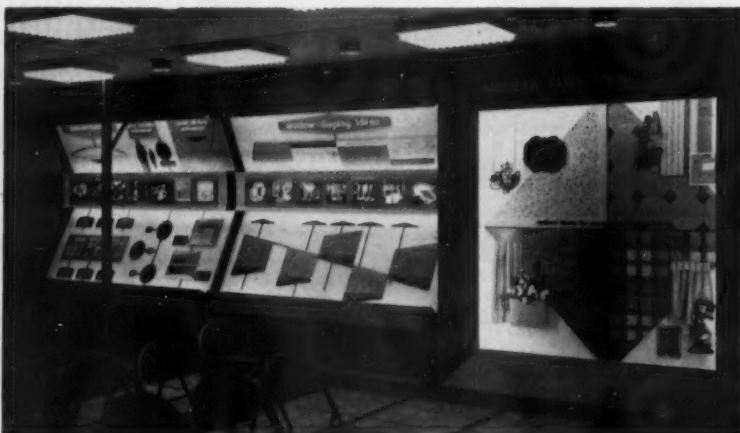
The Atlanta, Ga., chapter of the Producers Council, national organization of building material manufacturers, recently admitted 10 new members.

They include the Bruce Terminix Co., represented by A. S. Greever Jr.; E. F. Hauserman Co., Fred Wehle Jr.; William E. McGill and Co. (Fiat Metals), William E. McGill; Stanley Works, Frederick O. Miller; Lovelore-Lorentzen, Inc., Kenneth L. Williams; R. G. Coffman Co., Inc., Charles C. Ottosen; Rohm and Haas Co., Ray-



## Motorcade Shows Armstrong Floor, Wall Coverings

This Armstrong Cork Co. "Merchandising Motorcade" was launched in Baltimore, Md., on March 29. This eight-month tour is aimed at helping the retailer to create greater interest in his community by staging programs that show advantages and uses of Armstrong floor and wall covering materials. The trailers form a meeting room with 1,000 square feet of floor space, seating 100 persons. They feature a sound-conditioned projection booth, stage, two speakers stands, three motion picture screens, and elaborate built-in displays, as seen below.



## AVAILABLE AT ALL TIMES KILN DRIED CABINET WOODS

**Walnut, Cherry,  
Mahogany, Rift  
Oak.**

See complete list below.

Any quantity up to carload lots: Immediate delivery or pick-up. Walnut, Cherry, Red and White Oak, Mahogany, Northern Birch, White Ash, Hard Maple, Poplar, Basswood, Prima Vera, Idaho White Pine, Red Gum, Cypress.

**CHESTER B. STEM, INC.**



657 Grant Line Road  
New Albany, Ind.

mond W. Kruse; Congoleum-Nairn, Inc., J. I. Groome; Sherwood Cut Stone Co., Samuel J. Sherwood; Monarch Metal Weatherstrip Corp. and Grand Rapids Warehouse Co., William O'Callahan.

**JALOUSIES.** A colorful new brochure pictures installations of Superior Jal-O-Vent jalousies. The individual parts are sketched and described. Superior Window Co., Dept. SBS, 5300 N. W. 37th Avenue, Miami, Fla.

Member S.P.L.B.

**SOUTHERN PINE LUMBER**

**WORD BRAND OAK FLOORING - WHITE PINE**

Sliding Finish  
Ad Dimensions  
KD Pine Flooring  
YELLOW POPLAR  
RED CEDAR CLOSET LINING

Member  
N. H. L. A.

**W. J. WORD LUMBER CO.**

Phone 327 — SCOTTSBORO — ALABAMA

## FOR SALE BY OWNER

Retail lumber and hardware business, located in Southwest Louisiana. This is a real opportunity. Owner wishes to retire. Address Box 44, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta 5, Georgia.

## Outside Salesman—Draftsman, Estimator

To team up and assume responsibility for sales retail lumber and supply yard. Drawing account plus commission on gross sales. Location, South Central Kentucky. Excellent long term opportunity for two competent, aggressive, young men. Write, give all details. Address Box 43, Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 5, Georgia.

**POPULAR  
UNIT!**

## This OUTDOOR FIREPLACE



Masonry fits  
easily around this  
metal Outdoor Fireplace

is the little "extra"  
with a lot of "sell"



**DESIRABLE AS TODAY'S KITCHENS.** Modern cooking conveniences have made many Americans "kitchen conscious." This interest generates desire also for backyard barbecue facilities. So, demand is big for Outdoor Fireplaces.

**A PLEASANT WAY TO PROFIT.** By selling these all-metal units, you cash in on this popular trend. The units make Outdoor Fireplaces simple for anyone to build—fun, too! For profit details, write us, giving name of your distributor.

Outdoor Fireplace Design Book Helps You Sell The Units

This 56-page book tells and shows how to build and enjoy Outdoor Fireplaces. You profit 40% on each 25c book you sell. Send for **FREE** sample copy.



**The Majestic Co., Inc.,** 414-C Erie St., Huntington, Ind.

Nationally Known and Advertised Home Products for Over 40 Years

## There's a BESSLER way to do it!

There's an easier, better way to get your homebuyers up into their attics and upper floor areas! It's the **BESSLER DISAPPEARING STAIRWAY** method. Used for over 40 years in new and old homes of every type. Safety-engineered in every detail. Meets all building codes. Attractively priced! Immediate delivery!

SEE SWEET'S



**BESSLER  
DISAPPEARING  
STAIRWAY CO.**

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**Free Bessler Catalog!**  
Gives complete specifications on 7 Bessler Disappearing Stairway models. Hundreds of thousands in daily use. More sales and service features than any other type. Write now!



## Boost volume and profits in '54



## Stock Loxscreen aluminum tension screens—*preferred by your customers*

**Loxscreen is the only tension screen with patented 2-way-pull Spring Latch.** Once set, they maintain permanent tension side-to-side and top to bottom.

**Only Loxscreen has 2-way length adjustment.** Extra folds of screening, finger tip controlled floating bar assure perfect closure because they allow for normal window frame variations.

Lifetime aluminum bars, full length screening and hanger assembly;—here is a simple, complete package your customer will buy across your counter. Loxscreens are inside hung in a few uncomplicated steps, so easy the housewife herself can make an installation in just 5 minutes.

With a minimum Loxscreen stock in minimum storage space, you can supply both new construction market and huge screen replacement demand. Attractive selling price.



**THE SCREEN IN THE WINDOWSHADE CLASS**

Write for details: **THE LOXSCREEN COMPANY**

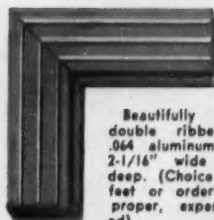
P. O. Box 5133, Columbia, S. C. or

522-2nd Unit Santa Fe Bldg., Dallas 2, Texas

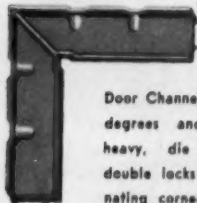


DOUBLE LOCKED SEAM  
SENSATIONAL LOW COST  
LESS-THAN-ONE-HOUR ASSEMBLY  
DESIGNED FOR ANY DOOR GRILL

# Versatile VULCO New Dura-Screen Door



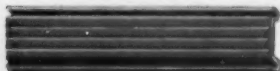
Beautifully designed, double ribbed, heavy .064 aluminum channel, 2-1/16" wide by 3/4" deep. (Choice of lineal feet or ordering frame proper, expertly welded).



Door Channel is mitered 90 degrees and this extra heavy, die cast insert double locks miter, eliminating corner gussets.



Kick Plate of fine grain embossed quality rises 12 inches from bottom of channel, permits saving in wire cloth.



Attractive push grill can be secured at any desired centering.

Facing Strip to completely square door opening. Heavy .052 aluminum ("Z" shaped), 3/8" x 3/4" x 1/4", symmetrically designed to blend in with the groves of the door frame.

Also available: A Full Line of Hardware and Tools.

A Leader in the Industry Since 1945

Cash in with this new profit maker now

Call, Write, or Wire

**VULCAN  
METAL  
PRODUCTS**

2801 6th Avenue, South  
Birmingham, Alabama

Act now . . . mail coupon today.

To: VULCAN METAL PRODUCTS  
2801 6th Avenue, South  
Birmingham, Alabama

Please send catalogue and further information  
about Vulcan Dura-Screen Door. No obligation.

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

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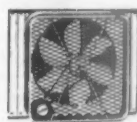
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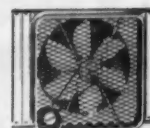
## complete line residential comfort-cooling

# Reed FANS

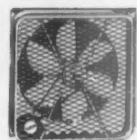
Reed Unit-Fans of New Orleans is a pioneer in the development of both attic and window fans for residential comfort-cooling. Nearly a quarter-century of experience in the design and manufacture of powerful, quiet, long lasting home ventilating equipment has gained widespread acceptance for Reed products.



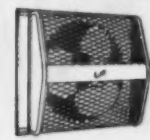
TWO-SPEED, REVERSIBLE RTS-22



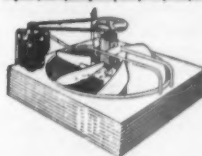
TWO-SPEED, REVERSIBLE RTS-26



TWO-SPEED, REVERSIBLE RTS-30



TWO-SPEED RDD-20



RVU PACKAGED ATTIC FANS



TWO-SPEED REVERSIBLE RTS-P PORT-O-VENT FANS

Reed fans offer the designer, builder and dealer complete versatility in residential comfort-cooling.

Reed quality throughout assures ease of installation and long-lasting performance. Write today for complete information and specifications of the complete Reed fan line.

Write today  
for catalog

**Reed**

UNIT-FANS, INC.

1001 ST. CHARLES ST.  
NEW ORLEANS, LA.

Reed Unit-Fans, Inc., S-5  
1001 Saint Charles Ave.,  
New Orleans 8, La.  
Send me full information about  
Reed Fans.

Name.....

Address.....

City.....State.....

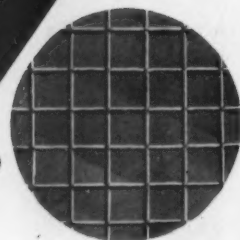
# \$ AFCO BUILDS \$ \$ PROFITS

AFCO's quality and beauty set new standards for the industry. And you dealers and jobbers will profit by bigger sales and larger profits when you stock and sell AFCO Products.

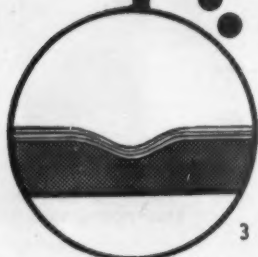
## compare AFCO'S

*Baked in  
Plastic  
Finish*

Won't  
chip,  
crack  
or peel.



AFCO's exclusive process of layer-baked plastic gives a superior finish. AFCO's exclusive process developed a score line copied by others, but never equaled.



Eleven  
Decorator  
Colors.

### 3 MODERN STYLES

Tile



HiLite



GloLine



Mouldings of aluminum or your choice of hardboard mouldings in MATCHING OR CONTRASTING COLORS.



Dealers-Jobbers!  
Write for details  
on exclusive fran-  
chise in your ter-  
ritory.

A & F Tileboard Co., Inc.

Alexandria, La.

### JUST ADDED

4 More Dry  
Kilns. Our  
Capacity now  
1 1/4 Million  
Bd. Ft. per  
Charge.

**WE ARE ALL SET . . .** To give your orders careful attention and prompt shipment . . . **WE NEVER STOP MANUFACTURING** Ponderosa and Sugar Pine from our own large resources . . . top quality kiln-dried interior trim, jambs, frames, incense cedar venetian blind slats, glued-up panels, cut stock, box shooks . . .

**What You Want, When You Want It.**

**Ralph L. Smith Is Your Dependable Source Of Supply.**

*Mixed Cars to the Trade,  
Our Speciality*



The Ralph L.  
**SMITH**  
Lumber Company

Mills at  
Anderson and Castella

Sales Office at  
Anderson, California



Sugar Pine • Ponderosa Pine • Douglas Fir  
White Fir • Incense Cedar

## dealers!

low cost storage space with EZ-Way Folding Stairways • increase sales — show your customers the advantages of this inexpensive storage space

### EZ-WAY Folding Stairways

Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Close study of EZ-Way Folding Stairway features will prove to you the way to *best please* your customers on auxiliary, low cost storage space.

Write TODAY for the illustrated brochure providing information and specifications on EZ-Way products. EZ-Way products are manufactured by EZ-Way Sales, Inc., Box 300-5 St. Paul Park, Minnesota.



# EZ-WAY!



# Are you ready

to meet the big  
seasonal demand for



## American Baling Wire?

● USS American Baling Wire is always a big seller at baling time. It has the strength and toughness needed to keep bales tight and neat through shipping or storage. Coils are wound at an even tension for smooth, trouble-free uncoiling. And there are no splices to jam the balers. American Baling Wire is specially wound for the standard automatic balers now in use in the South. It comes in waterproof boxes with a thin oil coating to prevent rusting.

Specify American Baling Wire . . . the USS label on the carton is your assurance of a top quality, easy-to-sell product.

### SPECIFICATIONS

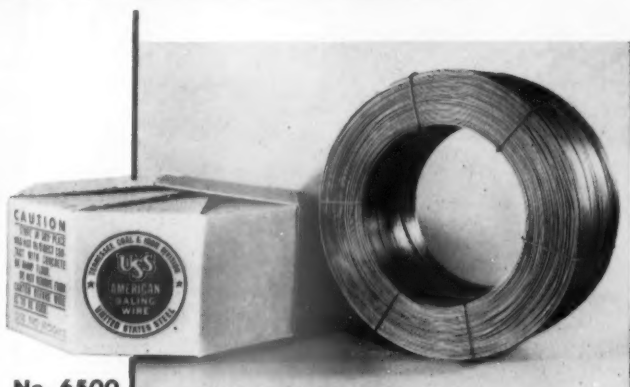
Specification	COIL SIZE					No. Coils Packed Per Box
	Width	Outside Diam.	Inside Diam.	Approx. Weight	Approx. Length	
3150	3 3/4"	9 7/8"	3"	48.5 lbs.	3150 ft.	2
6500	6"	13 1/4"	8 1/2"	100.1 lbs.	6500 ft.	1

### BLUE BONNET BALE TIES

For the best in ties, carry Blue Bonnet Single Loop Bale Ties. Farmers throughout the South recognize the familiar blue bonnet on each bundle as a guarantee of strong, labor-saving ties.

### TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION  
GENERAL OFFICES: FAIRFIELD, ALABAMA  
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE  
MEMPHIS • NEW ORLEANS • TULSA



No. 6500



No. 3150

**USS AMERICAN FENCE**  
**USS TENNESEAL V-Drain ROOFING**



UNITED STATES STEEL



# Better Fastenings FOR THE *Building Trades*



There's a Stronghold or Screw-Tite Nail for every application, each one engineered to do a specific job better than any nail ever did it before. Our 40 years' experience as nail makers is behind them—and our reputation as the largest manufacturers of threaded nails in the U. S.

## Stronghold NAILS For Every Phase of Construction

Stronghold Nails add strength, hold permanently tight, save maintenance costs. Wood fibres "lock" with the scientifically engineered threads. Nails can't loosen. Any length to 6 inches; any diameter to .310—in any metal, any finish, for any purpose.

### Stronghold Fasteners for DRYWALL Construction

For permanently trouble-free Drywall Construction and all Gypsum Lath and Plasterboard applications. Can't loosen or "pop" to ruin walls. Gain holding power after driving. Widely used by leading Drywall contractors.

## SCREW-TITE® Flooring Nails

### For "Squeak-Proof" Floors and Stairs

Floor laid with Screw-Tite Flooring Nails are tighter, smoother, longer lasting—never squeak, buckle or become springy. Screw-Tites are made of high-carbon steel, heat-treated and tempered—won't bend or break. Also in regular steel for softwoods. All sizes.

### Stronghold Underlay Floor Nails

A "must" for laying smooth, tight underfloors for linoleum, asphalt or rubber tile, or carpet. Can't work up to cause "bumps" or make holes in floor covering. Floors never get squeaky or springy. Specified by leading makers of floor coverings—used by applicators coast to coast.

## SCREW-TITE® Masonry Nails

### For Fastening to Cinder and Concrete Blocks, Brick, Mortar, similar materials

Made of high-carbon steel, heat treated and tempered—won't bend or break in hardest materials. Scientifically designed threads aid driving—add greatly to holding power.

### STRONGHOLD NAILS for Asbestos Siding Shingles, Cedar Shakes and Insulated Brick Siding

Never "pop" or loosen; hold permanently tight. In bronze, stainless steel, aluminum and other metals. Available in matching colors in baked-on lacquers that won't chip or come off.

## DRIVE-RITE Aluminum Nails

### made stiffer to DRIVE WITHOUT BENDING

Anybody can make Aluminum Nails that won't rust, won't stain. Those qualities are inherent in the metal. Independent makes Aluminum Nails stiff enough to drive without bending or breaking. They're packaged by count in handsome blue-and-aluminum boxes under our exclusive trade name, "DRIVE-RITE." Available in all sizes, for every application where Aluminum Nails are advantageous—in Stronghold, Stronghold-Screw, Screw-Tite, or smooth. Ask for DRIVE-RITE Aluminum Nails by name.



### WRITE US FOR SAMPLES, CATALOG AND IMPORTANT LITERATURE—FREE

We'll gladly send you a catalog of the complete Stronghold Line of "Better Fastenings for the Building Trades," and samples of any types of nails you are interested in. No obligation. Just write us—now.

**INDEPENDENT NAIL and PACKING CO. The Stronghold Line BRIDGEWATER, MASS.**